

Ye San Po is an ideal attraction for a summer getaway, and a living record of changes in China's society.

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Blue and white porcelain, especially that made in Jingdezhen, is one of the distinguished members of China's porcelain family.

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An early bird in the image and color consulting business in Beijing, Liu Jie guides those who seek to redefine themselves.

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By Xiao Rong

It was a deeply emotional farewell for She Youzhi, the 17th generation of her family to have lived in and tended the memorial temple of Yuan Chonghuan.

After 24 years of lobbying by She, renovation work on the Yuan Chonghuan Temple finally began two weeks ago. Ironically though, her success has meant moving out of the small temple at 52 Donghuashi Street, Chongwen District, that has been her family's home for the past 372 years.

"It was my long-cherished wish that the temple and mausoleum of General Yuan could be repaired and properly protected. But that also ends my family's role as 'tomb guards,' which we have fulfilled for over 300 years," the 63-year-old said.

She Youzhi and her husband Jiao Lijiang spoke to *Beijing Today* 12 days after the family moved out of the temple into a temporary house on Gucheng Road, in the west of Beijing.

## Seventeenth Generation Guardian

She Youzhi's pride in the feat of her unnamed ancestor is evident when she speaks. "My ancestor, whose name no one has ever been able to find out, took the greatest risk in stealing the head of General Yuan Chonghuan from the pole on which it had been displayed after his execution, and concealing it in the courtyard of his home."

It was from that moment that the She family began their 372-year-long custodianship of the mausoleum of Yuan Chonghuan. The unnamed ancestor decreed that all family members must devote themselves to guarding the tomb of the general and never return to their hometown in Guangdong Province. Furthermore he forbade any descendent from ever working for the government.

The mission was handed down from generation to generation, a closely guarded secret, until 155 years later, the trick that had led to General Yuan's wrongful arrest and execution was revealed, and his rightful place in history was restored.

"In the past 372 years, every one of the 17 generations of my family have adhered to my ancestors wish, and have never left the mausoleum," said She. "I never expected I myself could become so famous for this task, which goes against my ancestor's will of guarding the tomb silently."

The mausoleum was repaired during the reign of Qing Emperor Qianlong. Later, during the Republic of China period, a temple in memory of Yuan Chong-

huan was built beside the tomb. After liberation, Chairman Mao ordered that the mausoleum be protected and the Beijing municipal government allocated funds for its refurbishment.

During the Cultural Revolution, however, both the temple and the mausoleum were badly damaged by Red Guards, and over ten households squeezed into the courtyard of the temple to live.

The tomb became part of the playground of Beijing No. 59 Middle School and She Youzhi and her family were forced to live in what was originally a sheep pen in the courtyard. Even under such conditions, she continued tending to the mausoleum, although the tombstone had been totally destroyed.

## Tireless efforts

She Youzhi began the long process of lobbying for the renovation of the temple and tomb of General Yuan Chonghuan in 1978.

"I won the first victory in 1984, when the temple and the mausoleum were designated as protected cultural relics of Beijing," she recalled.

Not satisfied with this initial success, She spent the next eight years appealing to various government departments to rebuild the mausoleum. "I had to use every minute of my spare time to write materials and visit various governmental departments."

Most colleagues and friends could not understand her commitment to this task, and some even questioned her sanity. "They called me a lunatic because they think I'm crazy to sacrifice so much for a man who died over 300 years ago, without being paid even a cent."

Her family at first had doubts too. Jiao Lijiang, She's husband, at one stage tried to persuade her to move out the temple. The ensuing quarrel almost resulted in divorce.

"I overcame the most difficult period, even though so many people didn't support me," She Youzhi sighed. "As my husband came to better understand the heroic deeds of Yuan Chonghuan, however, he changed his attitude and became my firm supporter."

She Youzhi's ultimate goal is to continue to follow the instructions of her ancestor and promote the true patriotism of Yuan Chonghuan by educating more people. "It is my own wish to undertake the great job of looking after the mausoleum. I don't care whether I am paid or not."

The efforts of the couple eventually paid off. In 1992, the local cultural relics protection bureau allocated 50,000 yuan to rebuild the mausoleum.

# Reluctant Farewell to a Family Career

## Tomb custodian relinquishes centuries old mission



She Youzhi has always been happy to tell visitors the story of the temple.

Photo by Jiang Xiaoming

## Hard to let go

After the rebuilding of the mausoleum, She undertook the responsibility of maintaining the mausoleum herself, while continuing to lobby for the renovation of the temple. Last year, the municipal government finally included the renovation of the Yuan Chonghuan Temple on its list of duties.

"We were so glad when we learnt this Spring Festival that the local authorities plan to ask those people now living in the temple to move away and start the renovation work," said She.

She did not expect, however, that her family, too, would also have to leave the temple.

"The family of Yuan and She have been so closely connected for so long, we are inseparable. To guard the mausoleum of General Yuan Chonghuan has not only been the historical mission of my family, it has become my lifelong mission, as I'm the 17th generation descendant of the family of She."

"I have been missing my home constantly, even though it's only been 12 days since we moved out. I hope so much that I will be able to return there to live someday. Guarding the tomb has been such an important part of my life," She said,

then promptly burst into tears.

Her husband said the two have returned to the temple three times since moving out. "We went back just to clean and water the grass around the tombstone. After all, it's been our habit all these years, how can we give it up now?"

The local government had intended to ask She Youzhi to be the "lifetime counselor" of the temple and the mausoleum of General Yuan, once the renovation was complete. But to She, if she cannot live in the temple, she is betraying the wishes of her ancestor.

"If the government could just provide me with a small room beside the mausoleum, so that I can fulfill my mission, I don't mind how small or humble," She's eyes turned red again.

"Actually, the She family's guarding the tomb for 372 years best represents the true spirit of General Yuan Chonghuan, and has aroused the respect of all those who visit the temple. The renovation of the temple is not so important as the story of those who have guarded it so loyally all this time. In this sense, the family should stay in the temple," said Ma Shunping, a neighbor of She Youzhi.



Saying good-bye to their home is difficult for the old couple.

Photo by Jiang Xiaoming



Renovation has begun on the temple.

Photo by Jacky

## National Hero — Yuan Chonghuan

By Xiao Rong

The memorial temple of Yuan Chonghuan was built in the early period of the Republic of China in honor of the great Ming Dynasty hero. Yuan, born in Dongguan county, Guangdong Province in 1584, rose to prominence as a general in the battles against the invading Manchurian armies.

He was made Minister of War by Emperor Chongzhen in 1628, responsible for the defense of the Ming frontiers along the Great Wall in northeast Liaoning province.

In 1629, the commander of the Manchurian forces

was Huang Taiji, who went on to establish the Qing Dynasty, encircled Yuan's garrison and led his army to the gates of Beijing.

Although Yuan later came to the rescue of the capital, as a result of a ruse by Huang Taiji, Emperor Chongzhen suspected the general of being a traitor and arrested him. Court officials who envied Yuan's successes persuaded the emperor to sentence him to death.

On August 16, 1630, the 46-year-old Yuan Chonghuan suffered a slow and cruel execution, the "death of a thousand cuts." Local Beijingers all believed Yuan to be a traitor, and many even vied

for pieces of his flesh, to show their hatred.

That night, the ancestor of She Youzhi, one of Yuan's loyal underlings, stole the chopped-off head of the general and buried it under the courtyard of his own house, where the temple and the mausoleum of Yuan now stands.

Yuan Chonghuan's name was not cleared until 155 years later, when historians compiled the official history of the Ming Dynasty, at the order of Qing Emperor Qianlong. Since that time Yuan has been revered as a national hero, and memorial ceremonies are held at the temple every year.

## Beijing Olympic Committee Invites Accounting Tenders

By Yu Meiyang / Shan Jinliang

The office responsible for the first-phase development of Beijing's 2008 Olympic venues has invited tenders from five major accounting companies.

The office, a temporary organization under the Beijing Municipal State Land Resources and Housing Administration, is responsible for administering the 10 billion yuan budget for the development of the almost three square kilometers of land allocated for the venues. In order to ensure the establishment of an effective accounts management

and auditing system, the office is inviting tenders from top accounting firms, said Li Lin, vice director of the office.

The main responsibilities for the winning firm will be to develop a framework for the supply and utilization of funds, deliver regular accounting reports and carry out inspections on contractors.

The five accounting firms invited to submit tenders are Price Waterhouse, China Shine Wing, Beijing Jingdu Public Accountants, Zhonghexin Accounting Office and Tianzhi Xixin Public Accountants.

## Expats Cheer for China

By Su Wei

To Guido Rosler, a German student studying Chinese economics at the Capital University of Economics and Business, the World Cup is an opportunity for expats in Beijing to show their support for the Chinese team.

Rosler and his friends at the International Friendship Football Club (IFFC) have been busy this past week handing out cards printed with the slogan "Cheer for China!" at bars, subway entrances and other crowded places.

"We are now experiencing the Beijingers' enthusiasm towards the World Cup. We want to share their enthusiasm. We do not want to be bystanders," he says.

Rosler says it is natural that foreigners living here will support the Chinese team, in addition to concentrating on their own teams.



Rosler wishes the Chinese team good luck.

Photo by Qu Liyan

"Tomorrow afternoon, on the IFFC Cup Final at Wangjing Stadium, people will see one flag with 'communication, understanding and friendship' in both Chinese and English and another with 'Cheer for China!' in Chinese characters hanging on either side of the IFFC flag. It will be very exciting that we cheer together when China plays Brazil tomorrow evening!" Rosler added.

EDITOR: LIU FENG DESIGNER: PANG LEI



# Central Bank Discourages Local Bank's Charges on Small Accounts

**By Shan Jinliang**  
The People's Bank of China, the central bank of the country, announced Monday it is against the state law for local banks to charge service fees on small account holders.  
The announcement was made after the Industrial and Commercial Bank of China (ICBC), the biggest bank in China, said it was planning to charge fees on accounts with balances under 100 yuan. All Chinese commercial banks have a tradition of providing free services for all account holders.  
"It [charging depositors] runs against the Commercial Bank Law, and it is unre-

alistic," said a senior official with the central bank who requested anonymity. The State Planning Commission, which is in charge of product and service prices, and the central bank said they are planning to draw up a specific regulation on services charges, reported *China Daily* on Monday.  
On April 26, Shanghai Citibank announced it would start charging a fee of \$6 on customers with less than \$5,000 of foreign-currency deposits, a policy that was challenged by local lawyer Wu Weiming. Despite the heated public debate sparked by the fees, ICBC vice president Li Lihui later announced the bank would

levy charges on accounts with balances of less than 100 yuan.  
Li said one reason behind the fees was to cover management costs for small accounts. Around 20% of all accounts in the bank are for under 100 yuan, and the average balance of these accounts is around only 13 yuan.  
Charging fees on all accounts has become a trend in the banking industry, said Zong Liang from the Financial Institute of Bank of China.  
However, an editorial run in *China Economic Times* claimed that the four major state-owned banks have to offer better services to ordinary customers,

who are against pay-for-service banking. The article continued that Wu Weiming's lawsuit against Citibank Shanghai Branch is a good example of resistance to banking fees, as most people tend to regard banks as government-like organizations.  
A survey conducted in Shanghai recently echoes the report's views, as 65.7% of the people interviewed think banks should not charge fees for accounts, as banks can earn money from customers' deposits.  
Zong said a widespread lack of understanding of banking has led to the mushrooming of under-100 yuan accounts.

## New Oriental Looks to Keep Ties with ETS

**By Xiao Rong**  
New Oriental School may have to pay another 30 million yuan in compensation to US-based Educational English Testing Service (ETS) for violation of intellectual property rights.  
The first trial in their copyright dispute began last Thursday in the Beijing No. 1 Intermediate People's Court.  
New Oriental, the leading private English trainer in China, admitted it had published some unauthorized materials on the TOEFL and GRE exams, but announced it did so because of the lack of adequate teaching materials authorized by ETS in China.  
"No other school has ever made as serious efforts as New Oriental has to work with ETS in the copyright field," said Xu Xiaoping, vice president of the school.  
New Oriental chartered planes twice last year to fly to the US to purchase original editions of ETS-published teaching materials, he added. A total of 7 million yuan was spent to employ prominent American lawyers to push further cooperation between the school and ETS.  
"We would like to say goodbye to our past and embrace the future," said Xu. "And we are confident that New Oriental is the best partner for ETS, because we can maximize its profits in China and we have the lead in China's English language training market."  
Xu expressed regret that ETS has yet to realize the importance of the Chinese market, which could prevent them from finding appropriate partners in China to publish authorized materials.  
At the same time, however, New Oriental has been expanding through restructuring, entering the IT field, cooperating with other foreign companies and honing in on the elementary English training market.  
Xu said he was sure that ETS will finally decide to cooperate with New Oriental, which he is sure will prove to be a win-win situation for both sides.  
"It's not so important whether we win or lose the lawsuit. What we are really concerned about is how to make ETS-authorized materials available and affordable for Chinese students," said Xu.  
New Oriental must thank ETS, he said, for making them realize the significance of intellectual property protection as regards the English testing training market in China. "I expect this business to become more profitable for New Oriental in the future," added Xu.

## Wall Street English Unveils Ministerial Training Course

**By Yang Xiao**  
Last Friday, US-based Wall Street English held a press conference to announce the launch of a Ministerial English Training Program targeted at senior-level government officials.  
"This is the first initiative by the Chinese central government to train senior officials in English," said Luigi Pecceini, chairman and founder of Wall Street English. It is also the first time China's central government has selected a foreign company to provide English language instruction.  
At the press conference, because this program will be run at no cost to the government and only be extended to high ministry-level officials, some reporters questioned whether Wall Street English was essentially bribing the government to help it cement its position in the market.  
Zhang Wei, public relations manager of Wall Street English, said, "We are providing hundreds of learning opportunities to eight ministries. They were responsible for choosing who will participate - we were not active in the selection process. But there are still many opportunities for lower level officials to take part in training programs."  
According to Zhang, this program is a part of a marketing initiative to bolster Wall Street English's reputation and to tighten its ties with the government.  
"We were selected to run the program because of our flexible training methods and advanced software. We do not expect to greatly expand our business with the government through this initiative and we hope fair conditions will be provided for competition for these kinds of contracts," said Zhang.  
After Beijing won the bidding to host the 2008 Olympic Games, the central government and Beijing government toned up their efforts to urge people, including officials, to learn English.  
The Beijing Municipal Government offers six months to one year training programs abroad in English, management skills and public administration to selected employees. The organizer of the testing and preparation courses for candidates for overseas training is a half-official non-profit organization.

## City Conducts Sudden Inspection of Website Content



After conducting a thorough check, inspectors ordered Netease to close some links deemed harmful  
Photo by Qu Liyan

**By Jiao Pei**  
A three-month special inspection for harmful information on the Internet was kicked off by the local government on June 4. Some columns on the websites FM365, Sina and Tom have been deemed harmful links and suspended to undergo restructuring.  
This inspection, the largest of Internet links and information service companies conducted to date, is being run by the Information Office of the Beijing Municipal Government, the Beijing Communication Administration and the Beijing Public Security Bureau.  
The inspection covers BeijingNews and other nine comprehensive news websites, including Sina, Sohu, Netease, FM365, Focus, Tom, China, 263 and China Infoweb. Electric bulletins, BBS, chat rooms, personal homepages and FTP services are focal points of inspectors' concern.  
Besides the suspended columns, Netease, Focus and 263 have been ordered to undergo reform to deal with management problems.  
Harmful information and links refer to those that spread or fabricate rumors, slander the government and negatively affect social stability, and contain erotica, superstitious beliefs or violence.

## State TV, CCTV Deny Blocking Ads

**By Shan Jinliang**  
A top official from the State Administration of Radio, Film and Television who requested anonymity told *People's Daily* on Tuesday that reports that China Central Television Station (CCTV) blocked ads made by Chinese men's football team coach Bora Milutinovic were only rumors.  
The same day, Guo Zhenxi, director of CCTV's Advertising Department, also dismissed the reports in an interview with *China Youth Daily* after China lost in its first World Cup game against Costa Rica in the afternoon.  
Guo said, "What could be wrong about a foreigner shooting ads for us? All business has to be done in keeping with laws and regulations since China has entered the WTO."  
Milutinovic, a Yugoslavian who has been nicknamed "Milu" in Chinese, became a darling of the Chinese press after leading the Chinese team to qualify to enter their first World Cup competition. His fame quickly surpassed that of many domestic movie stars and invitations to appear in ads started flooding in from Chinese companies.  
Several business, and even Milu-



An ad for Aux air conditioners featuring China coach Bora Milutinovic  
Photocome  
tinovic himself, rushed to register "Milu" as a trademark in China.  
Milu finally agreed to star in ads for four products: Nintaus electronics, Jinliufu alcohol, Aux air-conditioners and Ego healthcare products. So far, Milu's face has become a regular fixture in Chinese coverage of the 2002 World Cup.  
According to Guangzhou-based *21st Century Economic Report*, an unnamed CCTV advertising depart-

ment official said all ads with Milu in them were blocked from being broadcast, and one company said they were preparing to change all their ads with Milu after receiving verbal notification by CCTV.  
"The ads' impact has been sharply reduced because many ads with Milu have been shown in short intervals during prime time on CCTV," said Wu Hao, General Manager of Guofeng Ads Corporation, in the report, "The short breaks between the ads will confuse viewers."  
Some advertisers have expressed that they expect Milu's commercial value will fall on June 13 when China squares off against Turkey in their last match in the first round of the World Cup, as they think China is unlikely to enter the second round. "Associating our products too closely with Milu could have a serious negative impact," said Tan Jun, marketing director of Jinliufu alcohol.  
Others have said Milu's commercial activities could affect the marketing development of the Chinese team and take a bite into the business interests of the China Football Association (CFA), even if Milutinovic resigns as coach. The CFA has rejected these allegations.

### Beijing Olympic Emblem Design Coming in July

**By Dai Jinjing / Shan Jinliang**

The Beijing Olympic Organizing Committee said it would host the Olympic Emblem Design Conference on July 2, at which it will launch the Beijing 2008 Olympic Emblem Design Contest. The new emblem will be officially released in late December.  
International Organizing Committee members, Olympic historians and designers behind the images of the Sydney, Salt Lake City and Athens Olympics will be invited to the conference. They are expected to introduce Olympic image design principles and experiences from creating Olympic symbols.  
Outstanding domestic drafters, representatives of design firms, design association members and art university representatives will also attend the conference, bringing the total number of participants up to 500. The committee will publish the regulations for the 2008 Olympic Design Contest and officially start the design contest at the event.  
**New Drug Stores to Bloom after Bids**  
**By Zhang Ran**  
One hundred pharmacies emerged victorious from the 751 competitors in a bidding race for new pharmacy certificates, as announced on May 29.  
For the first time, the Beijing Drug Administration will allow the 100 pharmacies to be built downtown, and in rural districts and counties in the municipality, such as Chaoyang, Fengtai, Shijingshan and outlying areas. Few of the new drug stores will be established in the heart of the city.  
This kind of bidding activity, in which individuals are permitted to participate, will be held twice per year. The next will be held from late September to early October, after which another 100 winners will be named.  
**Beijing Roasters Goes Jazzy**  
**By Zhang Le / Shan Jinliang**  
Beijing Roasters Restaurants, a US-based fast food chain, will change its brand name to Lejazz as of June 18, in an effort to update its image.  
The brand shift in its six restaurants in Beijing is being made to represent the company's independence, said Wang Dadong, chairman of the board of the company.  
Beijing Roasters, which started with a US country music theme, entered the China market in May 1995.  
As a result of poor management, Roasters' headquarters in the US is facing bankruptcy, prompting the Beijing office to change its brand name, though it owns the Chinese trademark for Roasters, said Wang.  
Around 20 new Lejazz restaurants will open in Xi'an, Kunming, Dalian and other domestic cities this year. The company is also planning to expand its ranks in Beijing.  
**Beijing English Net Opens**  
Beijing English Net (www.Beijingportal.com.cn), established by Dragon News Net, opened on Wednesday and will work in cooperation with *Beijing This Month*, *Business Beijing*, *Beijing Today*, Beijing Radio Station and the English section of Beijing TV Station.  
The website will release more than 200 dispatches daily ranging from news to reports on business, culture, the Olympics and education. Special columns such as "Beijing" will provide information about historical sites, gardens and parks, hotels, and transportation for foreigners living or traveling in China.  
Beijing English Net's multimedia platform will allow netizens to not only read, but also to watch and listen to reports through the net.



## China to Host Conference on Public Relations

An international conference on public relations with the theme "The future of Chinese public relations after WTO entry" will be held in Beijing on June 26 and 27.

According to the China International Public Relations Association, about 300 delegates from overseas and local public relations companies, as well as experts, will attend the conference.

Topics such as Chinese public relations companies' development policy after China's accession to the World Trade Organization and the role they play in the social and economic growth will be discussed at the conference, said Zheng Yannong, executive vice-president of the association.

Foreign Trade and Economic Cooperation Vice Minister Long Yongtu and International Public Relations Association President Jacques Dinan will address the conference.

A survey conducted by the association shows that public relations companies in China had a turnover of two billion yuan (\$241.8 million) in 2001, a year-on-year rise of 33 percent, and more than 10,000 people are working in the industry.

The conference has been held every two years since 1996. (Xinhua)

## Matsushita, NEC Plan China Venture

By Xu Ying

Matsushita Communication Industrial and NEC are setting up an \$8 million cell phone joint venture in China.

The Shanghai-based joint venture announced Monday also involves China's Huawei Technologies, which makes telecommunications equipment. The main goal is to promote next-generation handsets and technologies for China and the rest of the world, the companies said.

The joint venture, Cosmobic Technology, will license mobile phone technologies from Matsushita and NEC for other handset makers, they said. It will also develop mobile phone software.

Matsushita and NEC have long been rivals but they reached a partnership last year to work on next-generation cell phone technology together.

NEC and Matsushita will each take a 47 percent stake in the joint venture, while Huawei, based in Shenzhen, China, gets a 6 percent stake.

## GM Signs

### Minivan Joint Venture

General Motors joined two Chinese automobile manufacturers Tuesday in the launching of a \$99.6 million joint venture in southwestern China's Liuzhou, Guangxi Zhuang Autonomous Region.

Officials of three sides, GM, the Shanghai Automotive Industry Corporation (SAIC) and Liuzhou Wuling Automobile, vowed to build the joint venture in Liuzhou City into one of the biggest motor manufacturing bases in China.

The SAIC holds a 50.1 percent stake in the joint venture, GM 34 percent and Liuzhou Wuling 15.9 percent.

Under an agreed plan, the three sides will invest two billion yuan between 2001 and 2010 for the introduction and development of a series of new products.

By that time, the joint venture is expected to produce 300,000 vehicles a year, with annual sales income hitting 16 billion yuan. (Xinhua)

## Mitsubishi Motors Set to Make Autos under Own Brand

By Xu Ying

Mitsubishi Motors will produce sport utility vehicles under its own brand for the first time in China next year.

Under a deal announced Tuesday, the Mitsubishi Pajero Sport will be manufactured from the first quarter of 2003 at Beijing Jeep, the Chinese partner of Daimler Chrysler AG of Germany, which owns 37.3 percent of Mitsubishi Motors.

All major auto makers are strengthening their China business to sell cars to the growing middle class there. Mitsubishi Motors said it planned to sell 10,000 Pajero Sport vehicles annually in China.

Since 1995, Chinese manufacturers have sold about 30,000 vehicles using Mitsubishi Motors technology.

## AUTO INDUSTRY

# Big Names Unveil New Models

By Jiang Zhong

The doors to the one-week 7th Beijing International Automobile Industry Exhibition-Auto China 2002 opened yesterday at the China International Exhibition Center.

More than 1,200 auto manufacturers and auto part suppliers have crammed into the eight exhibition halls and courtyard at the center to show their new products and seek opportunities in China's booming car market.

According to Ai Shuyuan, administrator of the CCPIT Sub-Council on the Automotive Industry, the development of Auto China reflects the growth of China's auto industry and auto market. He said, "When Auto China was held for the first time in 1990, few manufacturers attended. The situation did not really improve until 1994, which was a turning point for the development of the domestic auto market because the government issued a policy encouraging family car consumption that year."

Ai added that a family car exhibition was also held in November of that year, at which 100,000 visitors swarmed booths in the 10,000 square meters exhibition area.

"This year, 550 vehicles are on show in a 80,000 square meters area. Some auto parts suppliers are still waiting outside the International Exhibition Center for admission to



BMW 7 Series luxury car

the display area," he said.

The display stands of Volvo, Citroen and BMW were highlights during the first day of the show.

At its 936 square meters stand in Hall 3 in the center, Volvo is displaying eight models, including two concept vehicles, the ACC2 and PCC1. Volvo's sales in China in 2001 doubled those of 2000. Its S60 and S80 cars, also being shown at the exhibition, have been major reasons behind the company's growth.

Citroen's display in Hall 2 introduces the Elysée sedan, which is tailored towards Chinese consumers. As a result of its localization policy, Citroen has grabbed a 7.5 percent share of the Chinese car market. Citroen cars' relatively low prices attracted many potential buyers to the company's stand on the opening day of the auto show.

BMW is introducing its new 3, 5 and 7 Series sedans and M3 sports car. China's mainland has become BMW's second largest market in Asia, mostly fueled by strong sales of its 7 Series luxury cars.



Volvo ACC2



Citroen C3

Photos by Zhuang Jian

## CULTURE INDUSTRY

# Feeling Good, Feeling Rich

By Yang Xiao

Following the success of the self-help books Rich Dad, Poor Dad and Who Moved My Cheese in the China market, author and cartoonist Andrew Mathews came to Beijing last Friday to promote the Chinese versions of two of his books, Follow Your Heart and Being a Happy Teenager.

Tang Xiaoming, general manager of Beijing Reader's Cultural & Arts Co. and the promoter of these books, said, "We have no straightforward formula for success. Each of these books is different: Rich Dad, Poor Dad encourages people to invest, not to consume; Who Moved My Cheese tells readers to prepare for potential life changes; and Follow Your Heart recommends optimism about life. The connection is all three books address human feelings."

Beijing Reader's Culture & Arts made a fortune from the earlier two books, as each sold over 1 million copies. Tang is planning to launch a financial intelligence center this summer to offer training programs for senior managers and entrepreneurs. His company has previously produced a stage comedy based on Rich Dad in Beijing.

"The process we focus on is called 'sustainable development'. It's not our invention.

Rich Dad author Robert Kiyosaki is a good example of someone succeeding through this strategy," said Tang.

Robert Kiyosaki often holds training tours worldwide. He became rich through speculating on the real estate and stock markets. His latest training program, held in Singapore, attracted over 300 senior managers, who spent US\$2,000 each on the two-day program. The \$600,000 brought in from the program is just a small part of Kiyosaki's yearly income.

Tang believes he has also found a good way to make money. First he has best-selling non-fiction books from overseas translated into Chinese, next he introduces the books to domestic publishing houses, and then he takes charge of promoting the books, sharing all profits with the publishers and authors. It was through following this formula that Tang found best selling author Andrew Mathews.

Since the release of his first book in 1988, Mathews has published six books that have been best sellers in 22 countries, with total sales of 3-4 million copies. At the Beijing Hotel on Fri-

**For authors of self-help books, holding training programs and other activities is equally or more lucrative than sales of their books. Tang Xiaoming, promoter of three popular motivational books in China, and author Andrew Mathews reveal the secrets of their success.**



Andrew Mathews

Photo by Yang Yang

day, Beijing Today interviewed Mathews about his books and his success.

**Beijing Today:** Please describe to what readers your is intended.

**Mathews:** All my books are for adults from 18 to 80. The last one, Being a Happy Teen-

ager, is for teenagers. That was my wife Julie's idea, because so many teenagers have read my previous books. I think teenagers are under a lot of pressure from parents and schools.

And, some parents do not have much time or money to help their children. Teenagers have many problems in countries like Singapore, Australia and the UK, and teenage suicide rates are rising. Therefore, [my wife] said, "why don't we write a book just for teenagers to help them?"

**Beijing Today:** Why do you think your books are popular?

**Mathews:** My advice very much comes from my own experience. There probably is not a lot new in these books. People may like the books because they are simple. They have simple words and cartoons.

Why have my books and the other similar books become popular? I think 15-20 years ago, people thought, "I don't like my life but I can do nothing," but now people are starting to understand they can make their own decisions. "I am not a tree, I am a person that can move."

In my book, there are a lot of places that remind people of

things they already know they can change.

**Beijing Today:** Do you think your books will sell well in China?

**Mathews:** It is very interesting that the books can become popular in different cultures. They have been popular throughout Asia, Singapore, Hong Kong and Taiwan and so on. I don't know if my books will do well here in the Chinese mainland, but I hope they can reach a lot of people.

**Beijing Today:** How do you run your business?

**Mathews:** My wife and I launched our own publishing house in Cairns, Australia, 7 years ago. She is in charge of managing the four employees at our small publishing house. We have a lot of distributors around the world, and we sell the rights for reproduction in countries like Germany Singapore and now in China. Also, I do training programs for corporations for up to \$7,000 per hour. It's really half and half between my copyright income and my presentation and program fees.

**Beijing Today:** Are your presentation fees higher than lawyers' and accountants' charges?

**Mathews:** Yeah, but they seldom draw pictures during presentations, right?



## Hyundai Expands Production to the Capital

By Zhao Hongyi

Hyundai Motor Group signed a contract early this week with Beijing Automotive Industry Holding Co. for a joint venture to manufacture cars in China's capital.

In the agreement, Hyundai Motor will invest US\$ 250 million in a new 50-50 auto-manufacturing venture, namely Beijing Hyundai Motors Co. Manufacturing will start early October this year.

The joint venture plant will initially build 100,000 cars a year, and is scheduled to expand to 200,000 units by 2005, according to the statement issued by Hyundai.

"Starting this October, Beijing Hyundai Motors will begin manufacturing the mid-sized EF Sonata sedan from the Beijing plant before gradually expanding its lineup to the Avante XD and other passenger car models," said the statement issued by Hyundai.

Liu Qi, the mayor of Beijing who attended the signing ceremony in Seoul, promised full support from his government. "We hope the joint venture will be of high standard, an important auto manufacturing base in China, and a strong and competitive exporter."

So far, Hyundai has an auto-manufacturing venture under the brand of its affiliate Kia in Nanjing, China's Jiangsu province.

The Hyundai Motor Group is planning to expand its automotive output in China to 500,000 units a year by 2005, according to Mr. Chung.

## A Pajero Made in Beijing

By Zhao Hongyi

Beijing Jeep Corp. signed an agreement earlier this week with Japan's Mitsubishi Motor Co. for the production of Mitsubishi's Pajero SUV model in Beijing. Production will start at the very beginning of next year.

This is Mitsubishi's first step in moving production to China, after Toyota, Honda, Nissan, Mazda, and many other competitors.

Beijing Jeep Corp. is the joint venture between Beijing Automotive Industry Holding Ltd. and Daimler Chrysler. The two partners declared last week that they would extend their cooperation in the joint venture for another thirty years.

In addition, Mitsubishi Motor has already developed strategic cooperative relations with Daimler Chrysler, which enabled the Japanese company to find the most suitable location for the production of its Pajero in China.

## LG Erects Its Landmark Headquarters in CBD

By Chang Yi / Zhu Zhijun / Shan Jinliang

The South Korea-based LG Group is scheduled to build "LG Beijing Towers", 140-meter twin buildings, as its China headquarters in Beijing's CBD (Central Business District), announced an anonymous top official of LG Plaza Development Corp.

The twin towers, intended to reach 30 stories high, will be located in Chaoyang District's most thriving business area on Chang'an Avenue, following an investment of 400 million dollars.

In an interview with *Beijing Business Today*, the anonymous official of South Korea's third largest industrial group said local demolition work is finished, and construction of the towers will begin by the end of this month.

Reproducing the shape of LG Plaza in South Korea, the LG towers will integrate both a modern office style and the traditional aesthetic of Chinese pedestals, resembling ancient Chinese walls.

The basic architecture will be designed by the American SOM Corporation, who designed the original blueprint of LG Twin Towers in South Korea, and construction work will be carried out jointly by LG Construction Corporation and an unknown state-owned enterprise, to be completed by 2005.

LG Beijing Towers, as the group's China headquarters, will lead its series of twelve companies already in operation in Beijing, including LG Chemical, LG Household & Healthcare, LG Electronics and LG CNS.

Analysts say the mega project comes as no surprise, as the Chinese market, unlike the U.S. and European markets, is flourishing and full of potential, while the South Korean market has long been saturated. Almost all of the thirty factories invested in China by LG have been profitable.

Bon-Moo Koo, Chairman of the South Korean family corporation, said its current investment in China would jump to US\$ 1.1 billion. A local South Korean media estimated that one of the key factors in LG's decision was the relatively low cost of Chinese labor. *Beijing Business Today* then commented that it could not be a mere rumor that half of LG's top management will move their offices to China.

## US Travel Industry Courts Chinese Tourists

By He Pingping

Today, Chinese tourists are welcome in an increasing number of countries and regions. In the United States however, the number of Chinese tourists is still low, even though the US travel industry is already aware of their potential.

The Travel Industry Association of America (TIA) has been the pioneer in attracting the attention of Chinese tourists and media. For the last ten consecutive years, TIA has invited Chinese travel agencies to participate in its annual International Pow Wow, a US travel promotion and worldwide business negotiation platform. When three Chinese reporters attended TIA's International Pow Wow 2002 which took place May 25-29 in New Orleans, Louisiana, they received a warm welcome from the local residents, as well as from the travel industry personnel and government officials.

"Thirty years ago, when some American travel agencies invited Japanese tourists to visit the US, many observers thought it was



At the booth of Hawaii Visitors Convention Bureau, tourist service staffs discussing their plans for cooperation

Photo by He Pingping

a blind and fruitless effort. But today, Japanese tourists form the second largest group to visit the US, just behind visitors from the UK. Who knows whether or not this may be the case with Chinese tourists?" said Tom Yu, manager of sales and market development in China for American Northwest Airlines and director of TIA's representative office in Beijing. "One thing is sure, experts in the US

travel industry can't ignore that China has huge potential."

Gu Jian, director of marketing and sales at Pacific International Travel Co. Ltd, told reporters he was stopped at the fair on several occasions by his American counterparts requesting business talks and an introduction to China. Janar Slanbek, sales manager of the international conference & incentive tour department of China



Photo by Qu Liyan

## Nouveaux Cars Meet Nouveaux Buyers

By Zhao Hongyi

Over ten British made Bently and Rolls-Royce sedans were booked out at the first day of their display at the Scitech Plaza in downtown Beijing.

Rolls-Royce and Bentley Motor Cars Limited, the manufacturer of both cars, is showing the Bently Arnage R, the

Bently Continental T, the Arnage Red Label and the Rolls-Royce Silver Seraph at the exclusive showsite at the Scitech Plaza last week.

The astronomical prices of the models did not deter the Chinese nouveaux riches, who revere the diamonds of the world auto industry, from making a purchase or two. Reports revealed that over ten

Bentlys were already booked out on the first day in Scitech Plaza, including two reserved by a single buyer. Prices ranged from 3,280,000 yuan to 8,880,000 yuan (US\$ 396,600 - US\$ 1,073,800).

Earlier this year, Rolls-Royce and Bentley Motor Cars Limited has opened another two more show sites in Shanghai and Guangzhou.

## CAAC Accelerates Introduction of Overseas Technology and Investment

By Zhao Hongyi

"China will continue its scheduled reform in its civil aviation sector, and accelerate its steps to introduce foreign capitals and technologies," said Bao Peide, vice minister of the Civil Aviation Administration of China (CAAC) at the 58th Annual General Meeting of the International Air Transport Association (IATA), which ended this week in Shanghai.

Bao told his colleagues from all over the world that China will continue to accelerate the reform of its civil aviation sector, despite recent air crashes in April and May involving two major Chinese airlines.

The long-discussed reshuffling mainly involves the merger of nine major state-owned domestic airlines into three groups, based on Beijing's Air China, Shanghai's China Eastern Airlines and Guangzhou's China Southern Airlines.

"Overseas investment and tech-

nologies are welcome, particularly in the construction of airports, and in the establishment and development of civil airline companies," said Bao at the meeting. "Various methods include encouraging Chinese companies to absorb overseas investment directly and to list publicly overseas."

"Civil aviation infrastructure, technical improvement and standard management practices are the three major aspects of China and foreign cooperation," stressed Bao. "These include security facilities for aviation transportation, information management systems, management systems for payment, ticket arrangements and flight departures, global ticket selling systems, and e-commerce platforms."

So far, China's civil aviation industry has 577 airplanes in total, flying more than 1,100 flight routes. The industry's flying distance totals 1.5536 million kilometers.

Travel Service headquarters, related a similar experience.

In our stay at the Pow Wow, John Ellis Bush, governor of Florida, refused all interview requests from the media but agreed to take photos with Chinese reporters. The US President's younger brother expressed his welcome and invitation to Chinese tourists to Florida and the United States.

On May 27, Elyse G. Wander, TIA's senior vice president for government affairs and member programs, met the Chinese media and made two suggestions to the US travel industry.

"The number of Chinese tourists traveling in the US is low, but increasing. We know that visas are an important problem at present." Ms. Wander admitted that the problem exists.

"First of all, we need to persuade our government to issue more traveling visas to Chinese tourists. Secondly, we are preparing reasonable and suitable traveling routes to meet their special needs."

### Financial Brokerage Joint Ventures: OK

By Zhao Hongyi

As promised following its entry into WTO, China will allow foreign bond brokerages to form joint ventures with local players as of July 1, marking a new step in the country's liberalization of its financial sector.

According to the regulations published Tuesday, China Securities Regulatory Commission (CSRC)

will allow foreign funded brokerage joint ventures to underwrite Chinese Class A and B shares and local bonds.

These joint ventures will be allowed to serve as brokers for bonds and B shares denominated in foreign currencies. However, foreign partners are still limited to a ceiling of 33% of total stakes.

### Reinsurance Market Granted Access

By Zhao Hongyi

Germany's Munich Reinsurance, the world's largest reinsurance company, and the newly formed Global Property & Casualty Reinsurance have obtained market access permission to China.

GE's Global Property &

Casualty Reinsurance has recently established representative offices in both Beijing and Shanghai. Munich Reinsurance has been in China for more than a decade, and is finally able to compete in the local reinsurance market.

### ACE Penetrates China's Property Insurance Market Via Huatai

By Zhao Hongyi

ACE Limited, the Bermuda-based American insurance group, acquired 22.13% of China's local property insurer Huatai Insurance Co. this week.

Under the agreement, three subsidiary companies of ACE, namely ACE INA, ACE Tempest Reinsurance and ACE US Holdings, will acquire the shares for an approximate US\$ 150 million.

### American Life Insurance in the City

By Zhao Hongyi

American International Assurance (AIA), the life insurance flagship of the American International Group (AIG), officially launches its own life insurance business in Beijing today.

AIG, the world's biggest insurer, was the first to obtain four licenses for life insurance business at the end of 2001 respectively in the four cities of Beijing, Suzhou, Dongguan and Jiangmen. Before that, AIA established a joint venture in Shanghai for life insurance business in 1992, and

later opened branches in Guangzhou, Shenzhen and Foshan for life and property insurance business for foreigners.

Wu Xiaoping, vice chairman of China Insurance Regulatory Commission (CIRC), told the media that up to now, 34 overseas insurers have obtained approvals to operate insurance business in China, with another 199 representative offices in 14 Chinese cities by 112 insurers from 19 countries and regions. Last year, they achieved a total premium income of over 3.2 billion yuan.



## World's Costliest Melon Sold

By Sun Ming

The highest-priced watermelon in the world will be shared among some older Beijing residents.

The 35-kilogram watermelon, dubbed the "King of Melons", went for 19,000 yuan at an auction held at Wangfujing Street on June 2. The price surpassed that of last year's "King Melon",



Sun Kaijun, buyer of the mega melon  
Photo by Yang Zhanghuai

a 28-kilogram watermelon that was bought for 13,200 yuan and granted a Guinness World Record as the world's most expensive melon.

"I've come here just for the 'King of Melons'. I've prepared a blank check," said the auction winner Sun Kaijun, head of the Ju Long Yuan Hotel.

He added, "We'll donate it to a retirement home soon. We want to share it with the elderly."

The "King of Melons" was so dubbed at a contest on May 25 during the Daxing Watermelon Festival. Song Baosen, a farmer from Daxing District who grew the massive melon, has won the contest for seven consecutive years.

Sun told Beijing Today that they hadn't decided to which retirement home they would give the melon, but did say a kind of nano-technology was being used to keep the melon fresh. Using the technique, the watermelon can stay good for up to 45 days.

## Fake Tickets Cheat "Mini-World"

By Wang Yanyan

Some people have been arrested for producing and selling fake tickets for the Beijing World Park, a theme park that features miniature replicas of famous sites in the world, such as New York's Statue of Liberty.

Tickets for the World Park cost 65 yuan each. A manager at the park who requested anonymity said that the park lost around 10,000 yuan daily as a result of the fake tickets.

On the morning of May 6, when Ms. Han, 26, checked in at the Wenzhou airport, she was stopped by police, who found she was carrying 6,800 tickets for the World Park. The police suspected the tickets were fake and took her into custody.

Three policemen from Wenzhou airport went to Beijing and with help from local police, they confirmed the tickets were counterfeit. Another four people were subsequently arrested in Beijing for connection to the crime, including two men who worked at



Photo by Guo Dabin

the park, Zhang and Li. They were in charge of ticket sales and monitoring.

Zhang met Han late last year and after discussing the plan, gave her a sample ticket. Han approached a printing house in Cangnan, Zhejiang Province, about the job. Zhang then gave Han 30,000 yuan to cover the costs of printing the fake tickets.

In mid-December last year, Han brought 3,000 tickets to Zhang in Beijing, but he was not satisfied with their quality and wanted them printed again. On January 1, Han returned to Beijing with another 5,800 tickets. Zhang and Li were very happy with the copies and gave Han 110,000 yuan to make many more.

From January to May, Han flew to Beijing once a month carrying bogus tickets, transporting a total of 50,000 tickets by the time of her arrest.

Zhang and Li sold more than 20,000 tickets worth around 1,600,000 yuan.

Han mailed more than 440,000 earned from the clandestine business back to her home in Henan province. Zhang and Li each yielded nearly 600,000 yuan from the scam.

After learning of Han's arrest, the printing house destroyed the plate used to print the tickets, making it difficult for the police to collect strong evidence in the case.

## Local Police Sniff Out Imposter Cop

By Sun Ming

A young man posing as a policeman was quickly sighted and arrested by local police officers on Sunday as he came out of a McDonald's restaurant on Wangfujing Street.

The bogus policeman, unemployed 17-year-old Li Jie (pseudonym), claimed that he was a secondary supervisor and vice-director of the Criminal Investigation Department of Public Security Ministry when questioned by police.

According to police, Li had



Li Jie answering questions at the Wangfujing Police Station  
Photo by Wen Ling

a pair of handcuffs on his belt and looked too young for his uniform. Moreover, even though there were stripes of a secondary supervisor on his shoulders, there was no police badge on his chest. The police certificate he produced was also fake.

While holding Li in the Wangfujing Police Station, officers found a fake pistol, a dagger and police baton in a little guest-house in which Li was temporarily living.

Li, from Taiyuan, Shanxi Province, admitted that he spent 800 yuan on the uniform, handcuffs and fake police certificate in his hometown in April this year.

In order to make himself more like a real policeman, Li bought a fake pistol, dagger and police baton from an illegal dealer.

"I just want to show my authority before my friends," Li told a police officer, "I figured no one would bully me if I was in a police uniform."

According to police, Li is still being detained and will be released in around ten days.



## China Team's Cup Debut Bittersweet

- ① At Worker's Stadium, a heart-broken supporter of the China team hangs his head after China fell to Costa Rica on Tuesday
- ② Chinese team supporters leap for joy at a well-executed play from the China squad at Millennium Square on Tuesday afternoon
- ③ High school students celebrate the opening of the World Cup in front of a bar on Sanlitun Street
- ④ At the Millennium Square, an enthusiastic fan blows his support for China during their first match
- ⑤ Two soccer fans have their enthusiasm painted on their heads at Yao Hui Hairdressing at the Jia Li Center

(Sun Ming)



Photos by Chen Shuyi / Cui Hao / Qu Liyan



## Con Artists Capitalize on Lost Youth

By Feng Yihua

A boy from Hong Kong was reunited with his mother on May 29 after being separated from her for 16 days, during which she was preyed upon by many con artists hoping to exploit her desperation.

Mrs. Xiong and her 17-year-old son Xiong Welong arrived in Beijing on May 11 for a vacation, but their trip started on a sour note as the two argued. Xiong Wenlong left his mother two days later and disappeared. In a desperate attempt to locate her son, Mrs. Xiong made public requests for information about him in newspapers and radio stations.

To her surprise, she received dozens of calls from people claiming they knew her son's whereabouts, but would only tell her for money.

A few days later, a woman who called herself Wu Yan rang Mrs. Xiong. She said "I am a student at the University of International

Business and Economics. Your son is now living in my house but he doesn't want to see you."

Wu and Xiong arranged to meet at the Lufthansa Center. Wu said she found a homeless boy begging at the Wu Ke Song Subway station and took him in. Mrs. Xiong gave Wu 3,000 Hong Kong dollars to take care of her son and said, "If he does not want to see or call me, please have him at least write me a letter."

Mrs. Xiong met Wu again at a restaurant on May 27. Xiong was accompanied by undercover police officers. Wu said she had a letter for Xiong from her son. Later, Wu used her mobile phone to call her home but said nobody answered, at which point the police grabbed her phone and took her outside.

Wu quickly confessed that she didn't know where the boy was. She said, "My name is Wu Yanqin and I'm from Jiangxi prov-

ince. I was just trying to trick Mrs. Xiong into giving me some money."

On the afternoon of May 29, the boy was found by officers from the Wangfujing Police Station in a McDonald's restaurant on Wangfujing Street. "We followed a lead and located the boy - he was wearing a gray sport suit and slumped over a table, looking out the window. We asked his name and confirmed he was the boy we were looking for," said one officer.

Sixteen days had passed since the boy had separated from his mother. He said, "I just hung around Wangfujing. I had no money, so I begged for food, drank free tea and sought out places to sleep. I didn't know where to go and missed my mother, but couldn't get in touch with her."

On May 30, Mrs. Xiong and her son got on a plane to return to Hong Kong.

## Students Stand Up or Traffic Safety

By Yang Xiao

Last week, 20 Grade 7 students from the Western Academy of Beijing stood along a street outside their school, waving to get cars and bicyclists passing by to stop and take a reflective sticker carrying 3M's logo.

The students and their teacher hope the reflective stickers will improve traffic safety along the street, which is frequently the site of car accidents. The campaign was led by Andy Murphy, a social studies teacher at the Western Academy.

Before the activity, Murphy contacted 3M, the world's leading producer of reflective materials, asking for 1,000 stickers to give out to drivers and bicyclists. "We reported to our headquarters in Shanghai and quickly got 5,000 stickers to support this activity," said Sarah Liu, coordinator of Corporate Marketing and Public Affairs of 3M.

Although some passersby were frightened by the gesturing foreign kids, the students resolutely tried to explain their mission to all that would listen to.

"We've divided each day into five 80-minute blocks, that students from grade 6 to grade 8 are covering. Next time, maybe in September, we will focus on streets with many bicycles such as in the Lido Hotel area," said Murphy.



Photo by Wang Zhenlong

## Used Soap to Clean More Hands

By Xi Yuming / Sun Ming

Secondhand bars of toilet soap from hotels will be placed in public bathrooms in Beijing soon.

The Shangri-la Hotel donated 11,000 bars of used soap to the Beijing City Planning Administration Committee on Monday, two days before "Environment Day," June 5.

"The bars of soap were left by our customers. It's too wasteful to throw them away," Wu Qian, the Public Relations Manager of the hotel, told Beijing Today.

Wang said that all the bars of soap had been soaked in disinfectant before being handed over.

According to the committee, 20,000 used toilet soaps are generated daily in Beijing. The committee called on more hotels to follow the Shangri-la Hotel's example.

## Bikers to Hit Road to Support Blind Kids

By Wang Dandan

From July 5 to 28, a volunteer team of cyclists known as the Bikers for the Blind will ride their bicycles 1,888 km from Lijiang, Yunnan province, to Lhasa, Tibet.

The team held a press conference to introduce their project at the Belgian Embassy on June 3. The ride is intended to support the Project for the Blind, which works to integrate blind children in Tibet into society through education and vocational training.

The Bikers for the Blind are made up of fifteen volunteers, men and women from China, the US, Belgium, Ireland, Holland and Luxembourg, between the ages of 25 and 65.

Through their charity activities in June and July, the group hopes to collect 1 million yuan in funds to give to the Project for the Blind.

Email: info@bikingfortheblind.com  
Contact: Xander Kameny at 13601297604



## Terminology:

In Vitro Fertilization (IVF)

In Vitro Fertilization is a medical technique in which a man's sperm is introduced to a woman's egg inside a laboratory environment to provoke fertilization. The result is a "test-tube baby". The first IVF baby in the world was born in July, 1978 at Bourne Hall, in Cambridge, England. To date, tens of thousands of babies have been delivered as the result of the IVF treatment. In the US alone, there are about 30,000 IVF pregnancies and healthy deliveries each year.

## Sperm Rules

February 20, 2001, the Ministry of Health published two documents — *Human Accessory Procreation Technique Management Methods* and *Human Sperm Bank Management Methods*.

In accordance with the two methods, the Ministry also issued *Human Accessory Procreation Technique Criteria*, *Human Sperm Bank Basic Criteria*, *Human Sperm Bank Technique Criteria* and the *Ethic Principle of Implementing Human Accessory Procreation Technique*. These documents concern not only sperm, but also eggs.

## According to the last document:

1. The entire donation process may only occur after full agreement between the donor and the receiver.
2. The donor has neither any responsibility nor any rights over the child.
3. The donor and the receiver must be completely isolated from each other, as must be the donor and the doctor.
4. An unmarried woman may not receive a donation. The sperm of a donor may not be used more than five times.
5. It is illegal to commercialize sperm donation as a business.
6. The donation must be supervised by an ethic committee.

# “What’s Money Got To Do With It?”

## Wuhan sperm bank project suspended following media coverage

By Chen Ying

Following persistent attention from the media, the Family Planning Research Center of Tongji Medical College in Wuhan, Hubei Province, was forced to temporarily suspend its project of building a local sperm bank.

After submitting the project to the Chinese Ministry of Health, the Center put up a notice asking for volunteers to donate semen. But contrarily to donating blood, donating semen remains a rare practice, and few people were interested in participating. But since other provinces, such as Sichuan, had reportedly been successful in recruiting more sympathetic university students, the Center decided to distribute thousands of leaflets around local university campuses.

The leaflet states that the donors must be born before June 30, 1981. They can take a free medical examination and tests for genetic disease. Those qualified can donate up to ten times for a compensation of 150 yuan each time.

When over 300 university students expressed their interest by registering with the Center, local journalists began to report the story. Unfortunately the media paid more attention to how much money the Center paid its donors than to the meaning of the sperm bank.

Xiong Chengliang, director of the Center, soon became fed up with dealing with journalists only interested in the money. Meanwhile, after seeing the coverage, the superiors decided to postpone the project.

Why is money so important in this case? Will people accept a sperm bank in China?

Beijing students' opinions follow:

**Michael Ma, student, male, Beijing Language and Culture University**

I would accept donating semen to a sperm bank, since it benefits both the nation and the next generation. It is already very common in western countries. It's also a good way to help people who cannot conceive on their own, so that In Vitro Fertilization can be put into practice.

Setting up a sperm bank, like a blood bank or a marrow bank, is a part of social evolution. I think Chinese people can accept it gradually. University students are the elite of society and the leaders of social development. Therefore it's especially important to invite them to participate in this kind of event.

Money is not the issue. In fact, it's the last thing I would consider if I decided to donate my own sperm.

**Bill Chen, student, male, Beijing Broadcasting Institute**

I won't donate my sperm voluntarily. I also won't if the compensation is too low. It's a question of privacy. If you really want something, you have to pay for it.

I disagree that it's useful to eugenics. The best way to optimize the quality of a human being is miscegenation, or interracial marriage. Any artificial methods go against Nature. It is more of an

extravagant wish than a human necessity.

Giving birth should be natural. I would think of a baby born from technology more as a kind of robot than as a real person.

**University student, female, requested anonymity**

There are so many abandoned babies and orphans. I don't understand why people still want to have a baby through such a complicated process. A baby is the fruit of love. It's something between two people. If the semen is taken from a man other than the husband, the child will have no hereditary characteristics from the husband, only from the man who donates the sperm. It's cruel for the couple in a sense. I think it's better for them to adopt a child.

**Paul Zhang, student, male, Beijing Foreign Studies University**

I don't object to sperm donation. I can understand the anxiety of a couple who wants to have a baby. But I also don't want to participate because sperm banks are still relatively new to China. So many things need to be done by the government, in terms of management and legislation, to protect both the donors and the receivers. An effective management system is perhaps the most important.

## Expert's Voice

Pan Tianming, professor and doctor, Beijing University Third Hospital

The hospital built its own sperm bank in 1986. Donating sperm is a kind of good deed. The value of the sperm is not easily evaluated, so it's inappropriate to associate it with any kind of commercial activity. As far as I know, there is no compensation for donors in France, for example. In this case, I think the 150 yuan is merely compensation for expenses suffered, such as transportation and eventual interruption of business.

I once heard some sperm bank advocates call it the Celebrity Sperm Bank. This is nonsense, sheer commercial propaganda.

A sperm bank has many functions. It's a pity people don't understand them clearly. First, it provides a method for couples unable to conceive to have a baby. Although the proportion of sterile people in China is very low, the absolute figures cannot be ignored. Many couples have broken up because of this problem.

Second, a sperm bank can also help avoid genetic diseases resulting from intermarriage.

Third, it's a kind of procreation insurance. Many people hold dangerous jobs which can be harmful to their health, especially in terms of their ability to procreate. Many patients have had to take a potentially harmful chemical treatment after a surgery to get rid of a tumor. Many men have also had vasectomies. All of them will feel better knowing their sperm is stored safely in a bank.

I have worked in the sperm bank of the hospital from the very beginning. Gathering the sperm was not a problem, since Beijing has such a large population. The most urgent problem is the lack of efficient organization. Few people know what a sperm bank is, and those who do are often embarrassed to talk about it in public.

# China: Naive Team But a Great Soccer Nation

By Nigel Boyle

As an Irishman who had the opportunity to come to China to watch the 2002 World Cup, I was hugely disappointed with the performance of the Chinese team against Costa Rica. However, I am confident that China will learn from this experience and ultimately emerge as a force in world football. My confidence is based on my observations of Chinese people over the course of the tournament so far.

**China has already emerged as a "soccer nation"**

As I expected, the Chinese team in Korea has played with skill, a high level of technical ability and good organization: Bora had prepared them well. However, in the high-pressure atmosphere of world cup games, Chinese play was often naive. Players have not been "hardened" at the highest level, where every tackle has to be strong and every half-opportunity seized.

China in 2002 reminded me a lot of Korea in US World Cup 1994, Japan in France World Cup 1998, Ireland at Euro 1988 and Turkey at Euro 1996. Lots of potential and eagerness, but lacking the cunning and the edge to beat teams they should beat.

This deficiency will be remedied

with time. I think it is important that China play more international games against European and Latin American teams rather than against other Asian teams. This will provide more useful experience for the team.

I also think it is important that more members of the China team get experience in playing in the top European leagues. It is in the Bundesliga, Premiership and La Liga that the "hardening" at the highest level takes place. I think the level of performance of the Cameroon, Turkey, Nigeria, Japan and Senegal teams is a reflection of the fact that so many of their players play in the major European Leagues.

I am especially sure that China will ultimately follow suit. By this I don't just mean that football is popular. Football is the "people's game" the world over — only in a few countries particularly subject to historical US cultural domination (Cuba, Japan, Nicaragua, Canada and Venezuela) does baseball rival the beautiful game.

Neither do I mean that Chinese



Nigel Boyle is Professor of European Politics at Pitzer College in Claremont, California. He is visiting Beijing on an Avery "China Adventure" Fellowship.

people are just patriotically passionate about rallying around the nation's team. Even the US public got behind the US soccer team versus Colombia and Brazil in 1994. Chinese people love their team, of course. But more importantly, Chinese people love the game, they love football.

**Chinese football fans are aficionados**

I have watched all the games in World Cup 2002 so far with different groups of Chinese people. Chinese football fans are aficionados, they love quality play, no matter who plays. Fans are very appreciative of individual flashes of brilliance. They admire spirited team performance. Although it was in China's interest for Brazil to beat Turkey, and Brazilian football is always admired, I was impressed that a large group of students at Beijing University with whom I watched the game ended up supporting the Turkish team because of their excellent and brave performance.

A large crowd at the Workers Stadium also cheered on a plucky Slovenia against Spain. It is not that

Chinese fans just root for the underdog. I was amazed in the Germany-Saudi Arabia game that the group of students with whom I watched the game had no sympathy for the insipid Saudi team and were baying for goals 9 and 10! Bad teams deserved to be thrashed. Feisty teams playing with skill — such as my own beloved Ireland against Cameroon — win the admiration of Chinese soccer fans.

**Chinese fans love "fair play"**

In one respect football fans of other nations have much to learn from their Chinese counterparts. Chinese fans don't barrack refereeing decisions and they despise diving and foul play — Chinese fans react with noisy revulsion when slow-motion replays expose cheating. Neither do Chinese fans show bias against historical "enemies". Chinese fans applauded Japan's performance against Belgium. I must confess that I could never bring myself to applaud an England performance!

The popular love for the game and the knowledgeable appreciation of beautiful play will hold China in good stead in the future. China is a great soccer nation like Italy, Cameroon, Mexico, and Brazil. By Germany World Cup 2006 it should have the team it deserves. Go China!

## SOUND BITES

"There was no magic today. This is the World Cup. We have two more matches and it's football so nobody knows what comes next. I think China can learn a lot from these next two games."

— Bora Milutinovic, Chinese National Football Team Head Coach dubbed the "Magic coach" by adoring Chinese fans, after China lost its debut to Costa Rica in the World Cup

"To help one million laid-off workers find new jobs is not an impossible mission."

— Liu Keguo, deputy governor of Liaoning Province, said that 515,000 workers in the Province, home to the largest number of state-owned enterprises, have left struggling businesses in 2001, and another 500,000 will make the same choice this year.

"It raises my doubts about the sincerity of making the necessary reforms. It still seems the idea of factionalism is there, to please one side or another."

— Haider Abdel Shafi, a veteran Palestinian opposition figure and anti-corruption crusader

By Chen Ying



# Who Are Zhongguancunese?

Are the IT workers in the information technology companies in Zhongguancun, China's own Silicon Valley, all Beijing bred-and-born? What is their education background? What exactly provokes them to go job-hopping?

Nearly 170,000 employees in around 4,000 IT companies in Zhongguancun were asked these questions in a survey conducted by the Housing Network Technology Information Company.



A model of Zhongguancun Science Park

By Su Wei/Shan Jinliang

## Not only Beijingers

Almost 60% of those surveyed engaged in software research and development are not Beijingers, including 13% of overseas immigrants. Over 53% of those working in information consulting companies have migrated from other provinces.

One reason may be that the municipal government has realized the importance of recruiting more specialized people to meet the demand in establishing a professional level of expertise.

Companies in Zhongguancun are usually established with a minimum amount of capital which is considered necessary to supplement local economic development and spur the economy in terms of assets and consumption.

Another reason is that the companies may not be willing to employ only local people.

Mo Rong, a research assistant at China's Labor Resources Institute, points out that the less limitation there is on the residential area, the more employees are chosen.

Mo explained further that "If

only one person is to be recruited and 100 persons come to the interview, the company has that many more people to choose from. Why do some enterprises limit themselves when choosing the most capable person for the company's development?"

Furthermore, IT companies may also be aware of their uncertain future and are concerned about not being able to provide employee benefits. Wang Fan, an electrical circuit engineer in one Zhongguancun company, said his boss once told him directly that he was hired, "but he also said that I will have neither medical nor unemployment insurance."

Wang's colleagues also agree that they obviously provide much cheaper labor than Beijingers: "Beijingers can negotiate salary and welfare with the boss. We can't. If we are not satisfied, we either give in or are dismissed."

## Human resources structure needs to be adjusted

The survey reveals that 46% of IT employees hold 3-year college degrees, slightly more than

those with 4-year university degrees. In contrast, only 8% have master degrees, and a mere 1% have doctor degrees.

It also suggests that the education structure of Zhongguancun's IT staff is wide in the middle and thin on the extremes, resulting in a lack of personnel with both management and advanced technical skills on the high end, as well as a lack of non-specialized employees on the low end.

The reason why so few personnel hold higher education degrees may be that the majority of Zhongguancun's enterprises are domestic, and still prioritize human relationships and seniority when allocating job positions. Some company leaders, though willing to hire more capable staff, may find it disgraceful to report to someone younger.

Meanwhile, the role of education in the IT industry may be exaggerated. Some enterprises believe all IT staff are highly qualified technicians, which is not the case. Hence, more undergraduates are assigned relatively tedious operative tasks, which require little or less technical skill.

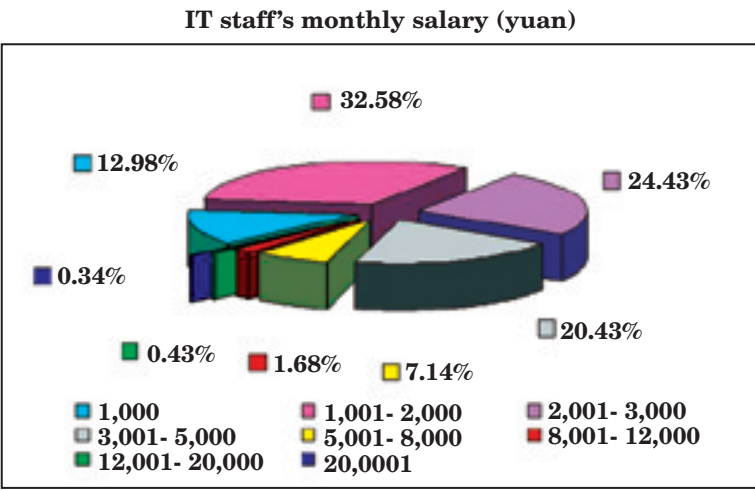
respecting.

Chen Xi, president of a software company in Zhongguancun, points out that more programmers, rather than undergraduates, are needed to create value and profit. "Otherwise, we are wasting personnel, increasing the labor cost, delaying the undergraduates from continuing their studies and developing their careers."

## More frequent job-hopping

According to the survey, the inflow rate of employees in Zhongguancun was 11% of the total number, 4% more than the outflow rate. Choosing a more prospective company ranks highest as the reason to quit their current job at 17%, followed by a higher salary and better welfare and personal development, both at 16%.

The reasons given for quitting a job may also reveal that each individual's concept of fulfilling their own value has been formalized. Since the 1980s, the policy of attracting capable people and assessing or rewarding contributions by higher salaries has been



respected.

Most enterprises have resorted to raising monthly salaries, annual salaries, and even options and shares, resulting in continual salary increases. Employees now expect an increasing rise in salary and do not hesitate to quit one job for another one that pays more, often in a foreign company.

For example in Beijing, the average annual salary of IT staff in foreign companies was almost

64,000 yuan in 1999, approximately the same as for senior managers in domestic companies last year.

Another reason is that foreign companies pay more attention to employee benefits. IBM, for example, provides its employees with a housing allowance pro-

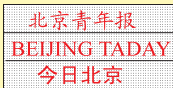
gram, estimated at about 15% of the employee's monthly salary, in addition to the government required public housing funds policy, for all personnel who have worked for the company for at least two years.

In contrast, some domestic companies in Zhongguancun fail to provide even the required welfare policy, let alone extra benefits, for they choose to spend money instead on product development and market research, which they consider to profit their operations and market share directly.

Domestic IT companies are usually still in early development, so seldom devote the time and energy necessary to offering

their staff the means to advance in their career. As a result, their employees not

only find no opportunity to improve their professional skills, but feel little sense of loyalty or belonging to the company.



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In their quest for high profits, mine owners force workers to labor in dangerous conditions

Photo by Xinhua

## Official Gets Death Sentence over Mine Disaster

A total of 32 cases related to the disaster at the Nandan mine in Guangxi Zhuang Autonomous Region have so far been heard in court.

The accident, which happened on July 17, 2001, left 81 tin miners dead.

Charged with bribery and abuse of authority, Wan Ruizhong, former secretary of Nandan County Party Committee, was sentenced to death by the Guangxi Nan-ning Intermediate People's Court this Wednesday. His

personal property and illegal earnings worth about 3.2 million yuan was also confiscated, according to a Xinhua report.

Other former local government heads, including the magistrate and vice-magistrate of

Nandan County and vice-secretary of the Nandan County Party Committee also received punishment.

The court said they were responsible for the accident and guilty of attempting to cover it up, according to Xinhua.

# Small Coal Mines Continue to Kill

### Despite a state ordered safety campaign, fatal accidents continue to plague small coalmines countrywide

By Ivy Zhang

This June marks China's first National Safety Month. The consolidation of township and county coal mines is the main focus.

Small coal mines are no longer being granted approval for operation and the number of existing ones is to be decreased. About 30 percent of the currently operating 23,000 coal mines are to be closed, bringing the total number to about 15,000 by the end of this year, according to a Xinhua report.

In 2001, some 2,750 accidents occurred in coal mines, resulting in a death toll of 5,160.

In the first quarter of 2002, there were 556 coal mine accidents, with 994 fatalities, 58% and 13% increases over the same period last year. A majority of those accidents occurred at small unlicensed mines.

In April alone, there were 125 mine accidents, with 329 people dead. Most of the accidents occurred in Sichuan, Hunan, Guizhou and Yunnan provinces.

In face of the worsening statistics, Zhang Baoming, director of the State Coal Mines Safety Supervision Administration, stated on April 29 that action would be taken to deal with the situation and promote safety at coal mines.

☆On May 4, 21 miners died in an accident at Fuyuan coal mine, Yuncheng, in Shanxi Province.

☆On May 9, five people died in a gas explosion at Hongqi coal mine, Shifang, in Sichuan Province.

☆On May 15, 18 miners were declared missing after a gas explosion at Xinyuan coal mine, Xinhua County, Hunan Province.

☆On May 16, nine miners died in a gas explosion at Yaocun Township No. 2 coal mine, Taiyuan, in Shanxi Province.

☆On May 20, nine people died and many were injured in a

coal mine accident at Miquan, in Xinjiang Autonomous Region.

☆On May 26, two people died and 11 were reported missing in a gas explosion at Qingshui coalmine, Fengping, in Hunan Province.

☆On May 30, 15 miners died in an accident at a coal mine in Badong County, Hubei Province.

... What causes such accidents and what action should be taken to prevent them from recurring?

An official from the State Coal Mines Safety Supervision Administration, who requested anonymity, spoke on the telephone with *Beijing Today*.

The official said the three key factors attributable to the accidents were poor operational methods, unqualified personnel and demand for cheap coal.

◆**Existence of illegal small coal mines**

Last year, accidents in coal mines with no operating licenses accounted for 15 percent of the total accidents and 26 percent of the total death toll. Although some small coal mines were closed last year, illegal min-



The Nandan mine disaster attracted nationwide attention. *Beijing Today* covered the story on August 10th last year.

ing remains a serious problem. The percentage of accidents and the resulting death toll is nearly the same as that of last year.

◆**Poor operation and management**

Small coal mines fail to reach state safety standards. Taking gas exploration as an example, the state sets strict rules governing ventilation systems, regulating that air and water should be extracted first, then coal. But small coal mines often ignore this requirement.

The consolidation campaign last year focused on potential risks with six systems including ventilation, electricity supply, transportation and water drainage. They are easy to manage, but it is difficult to raise the administrator's management ability and the skill level of the miners.

◆**Lack of professional planning and advanced mining techniques**

While large and better-conditioned coalfields are the provenance of the state, the condition of coal beds serviced by small mines is generally poor. Also, the mining techniques are usually backward. The "cave-in" method, prohibited in state-run mines, is often adopted at small coal mines, resulting in wasted resources, poor ventilation and frequent accidents.

◆**Market demand**

After the coal mines are consolidated and a large number of small coal mines were shut down, the balance of demand and supply is broken. The increase in the market price of coal and the low cost of the exploitation of township coal mines are the driving forces for illegal mining.

In China, the peak period for the demand of coal is from October to March. In the first quarter of this year, the coal price in most areas increased from 20 to 80 yuan per ton, depending on the type of coal.

Furthermore, in some counties, 50 to 60 percent of local government revenue comes from coal or coal-related business.

The corruption of local officials is also a major factor contributing to fatal mine accidents. The Nandan tin mine accident, which claimed the lives of 81 miners and a loss of more than 80 million yuan is an example.

According to an official investigation report released on the Xinhua website early this year, local government officials accepted bribes from and colluded with the mine owners. The mine owners, in blatant disregard of the miners' safety, conducted illegal mining for the high profits. After the accident, the mine owners, with the help of local government officials, tried to cover it up.

(see above for the latest on the Nandan accident.)

What to do?

China's annual coal productivity amounts to more than 1 billion tons last year, of which the state key coal mines yields about 600 million tons, the local state-run coal mines yields 260 million, and the township coal mines yields about 200 million.

The supply just meets the domestic demand. The coal mines are sure to open, the key point is how to operate. Suggestions are

◆**Enhance the unified planning.** Operation plan needs to map out regarding how many coal mines can be opened in a county, where to open the mine, what kind of pit to dig and what conditions to meet.

◆**Continue the consolidation and renovation of coal mines.** It should be done through joint efforts of all sides.

◆**Improve the personnel quality.** The major part of the miners working at small coal mines are illiterate or semi-illiterate who have no knowledge about the machinery operation.

## Hire the hackers

By Ivy Zhang

Hackers should be hired to find loopholes in banking and security systems, according to Lu Ruihua, governor of Guangdong Province. Lu made the comment at a discussion late last month during the Ninth Guangdong Party Representatives Conference.

"As long as they don't violate the law or cause losses, governmental organs can pay them 10,000 yuan per month," Lu said. "It is difficult to locate the loopholes in some departmental systems, while hackers have the knowledge and skills in this regard. Why can't they work for us?"

Lu's speech appeared in the *New Express News* (新快报), a local Guangdong newspaper on May 23.

**Hackers respond**

The newspaper received a letter from a hacker group named China Eagle a few days later. The founder of the group nicknamed ChinaEagle, expressed his willingness to serve China's network security cause.

"Money is not the most important thing," ChinaEagle wrote, "but the news shows that the indirect social value of hackers has been recognized to a certain extent, by senior government officials in particular."

"We want to promote a network security culture with Chinese characteristics to replace the hacker culture overseas," he went on. "During the May holiday this year, we called on other hacker groups to give up the 'Sino-American Hacker Attacks,' which are likely to occur again this year. We hope to work with the government."

"As we get older, it is better to work for the nation or corporations, rather than allowing our skills to be wasted or be used by criminals," he added.

ChinaEagle set up his China Eagle Union in May 2000, and the group played a leading role in the 'Sino-American Hacker Attacks' that followed the collision last April between a US surveillance plane and a Chinese F-8 jet, which caused the death of Chinese pilot Wang Wei. The incident led to a cyber battle between Chinese and American hackers, peaking during the May holiday last year.

**Can hackers be bought?**

Regarding the governor's view on paying the hackers, some might disagree to it.

"I don't think that's realistic," said Luo Jianzhong, the Secretary General of China Network Information Security Committee, "the hackers are people who make use of operating system's loopholes to access the system and obtain information. They may or may not be criminals."

"The network security has three elements, namely technology (operating and communication systems), management (state policies and regulations) and personnel who are not hackers."

The network security technology is not only owned by hackers but by the high-tech enterprises and universities as well. The doctorate students, researchers and IT professionals are the main-

stream to defend network security, not hackers, Luo said.

"As hackers do not actually belong to any organizations, it's hard to locate and organize them," Luo added.

**What are hackers like?**

There are five main hacker groups in China, including China Eagle, China Honker and China e Focus.

ChinaEagle claims his group has a membership of 27,000, aged between 20 and 27, mostly students. There are 30 to 50 technical professionals at the core.

According to the *Beijing Morning Post* report, hackers first appeared in China in 1996. They studied network security technology, had their own theory and products.

In 2000, the second generation appeared. They were similar to the first generation but their technology level was less advanced. Most of them set up corporations.

Since 2001, the third generation has come up. Most of them are students. They usually don't develop any technology but take tools developed by the first generation of hackers to randomly attack websites.

Luo summed up the characteristics of Chinese hacker groups as follows:

◆ They are private network groups.

◆ The members are mainly under the age of 30.

◆ They study and locate loopholes in operating systems mainly for fun.

◆ They seldom make malicious attacks. The attacks they make, in large part, reflect their sentiments.

**Enhancement of Network security**

There are about 30 million Internet users in China. In 1999, about 400 computer-related crimes were investigated by the police. In 2001, this figure surged to 4,500 and 90 percent of the cases are related to networks.

Of the crimes involving computer network technology, about 70 to 80 percent are committed by internal staff. The hackers use the Internet to access systems or deface web pages. The remote attacks usually don't cause any serious consequences, according to Luo.

In August 2001, the China Computer Network Emergency Coordination Center was set up at the Internet Society of China to give warnings and receive reports on network attacks.

"Up to now, the center has received more than 300 automated reports, most of which are inquiries. No report is received on the Internet attacks, resulting in the system breaking down," Luo said.

To enhance network security, Luo suggests supervisory departments join efforts to enforce the law while relevant technical standards are being set.

In addition, the enterprises should increase the awareness of network security; properly define network needs and risks; configure systems securely, rather than just putting the products together.

"As long as they don't violate the law or cause losses, governmental organs can pay them 10,000 yuan per month. It is difficult to locate the loopholes in some departmental systems, while hackers have the knowledge and skills in this regard. Why can't they work for us?" said Lu Ruihua, governor of Guangdong Province.



# Color You Beautiful

“Every girl yearns for beauty deep in her heart, no one can refuse the appeal of growing pretty.”

“What we wish to create for our customers is not only a pretty appearance; confidence and individuality are also important.” — Liu Jie (right)

By Zhao Pu

Monday morning, Mavis Lee received a large envelope at work. Opening it, she found a report on the season's fashion predictions. Some personal suggestions, based on her individual traits wound up the letter, “Red will be in vogue this summer. But for people of your summer color palette, bright reds, like pure red and orange red do not work. Colder choices, like pink red and wine red are advisable, complementing your skin color and lending you an overall appearance of elegance and calm.”

The friendly letter also warned her against current fashion trends such as lace and frills. “They hardly fit people with natural temperaments like you.”

The letter was from her image consultant Liu Jie, from the Pretty Project of Beijing Jiayi Fashion & Culture Center (BJFC). It is a routine Lee enjoys every month, as a club member of the Pretty Project.

“We provide this free information service to every one of our 200 club members. When they chose our color consulting and image consulting service, they automatically became long-term beneficiaries of our Pretty Project,” says Liu Jie, chief image consultant and color consultant of BJFC. “Plus regular free lectures and activities help our clients recognize the fashion trends.”

## Campaign to eliminate beauty illiteracy

“I am a spring person,” says Liu. “The color of my skin and hair has a little brown in black, and I am dove-eyed. I am suited to warm and light colors, rather than the cold and dark range.”

As she demonstrates the “four season color palette theory,” a hint of naivety shows through her sparkling confidence, belying her 35 years of age.

Liu, who has been working as an image consultant for three years, is known as one of the most experienced in Beijing. In June 2001, she established BJFC and her “Pretty Project”, an early bird in the image and color consulting business in Beijing. Even now, there are fewer than ten such companies and studios in the city.

Before she came to this field, Liu was involved in foreign trade for some ten years after her graduation from Nanjing Auditing College in 1989. “The experience in a foreign trade company in Shenzhen has been a great benefit for me in terms of achieving a sensitive vision of the market,” she says.

“In 1998, I suddenly felt tired of the life of business trips and negotiations. I decided to start my own

business in a more stable and quieter area.” She discovered the concept of image consulting on a visit to Hong Kong. Her “love at first sight” with this career was a natural thing, as she has long been a loyal follower of fashion and beauty.

Liu studied image and color consulting in Hong Kong for several months, gaining a diploma for professional practice in the field. She was not in a hurry to open her own studio, however, instead, she worked and gained experience in a domestic image consulting company for two years. Then in June 2001, she chose Beijing as the base of her business and established the first image and color consulting team.

The service at the Pretty Project consists basically two parts: color consulting and image consulting, ranging from 600 to 800 yuan. The color consulting service adopts the “four season color palette theory” of the recognized leader of image consulting in the Europe — Color Me Beautiful. This practice has prevailed in Japan and Hong Kong for the past decade.

## Every girl yearns for beauty

Clients can determine their best seasonal palette by going through a “color test” at the beginning of the color consultancy, trying 20 colors belonging to the palettes of the four seasons. After confirming the right season, 36 colors of the season are available for further choice.

The test results provide a color album for each customer, collecting the best colors for her as a reference in clothes shopping. Most Pretty Project customers say they found the color consulting very helpful in improving their image.

“It’s a kind of ability to know yourself and the best choices to make,” says Liu. She has met many women looking for beauty solutions, and says she enjoys helping them.

There are also exceptions in her experience. She mentions a newspaper reporter coming to her for an interview last summer. “She looked...” Liu frowns as she searches for the right word “... slovenly and unattractive.” When Liu talked to her, the young woman was disdainful about the concepts the image consultant espoused.

“I finally said to her that she could be very pretty if she tried,” says Liu. The woman was skeptical, and to convince her of the magical effect image building and color harmony could have, Liu gave her a free trial. “I did the color test for her first, and brought her to our hairdressers, then we helped her design her makeup style and guided her in clothes shopping. Her eyes really sparkled when she discovered a pretty and charming young women in

the mirror after the process was completed.”

Liu says the reporter told her that she felt more confident in her work and communication with others after her image makeover. She used to be ignorant in the sense of image building, which she attributed to her parents pushing her to study hard and pay no attention to appearance.

“Every girl yearns for beauty deep in her heart, no one can refuse the appeal of growing pretty,” Liu says.

## More than the appearance

To date, some 200 beauty-conscious women have signed up with Pretty Project. As chief consultant, Liu says she is very proud of their achievements in the past year. More and more women can be seen holding a color album when shopping for clothes and cosmetics in Beijing, many of them “graduates” of the Pretty Project.

“What we wish to create for our customers is not only a pretty appearance,” says Liu. “Confidence and individuality are also important.” According to Liu, seventy percent of the women turning to the Pretty Project are in their thirties, most have a stable career and marriage. They are losing the luster of youth and becoming bored with family burdens and responsibilities. Some of them even face the risk of family breakup.

“They come to me not only for a prettier face or image, many are seeking a new confidence, passion and even a turning point in life,” says Liu. She cites one of her friends Amy, once a customer, as a good example.

Amy had a hard time building up a business with her husband. When they finally succeeded and made some money after years of travail, she found she had become a totally different person, there was no trace of the carefree and lighthearted girl she had once been. Every time she met an old acquaintance she had not seen for some time, they would exclaim, “You have changed a lot!” Even her husband seemed disappointed seeing her change over the years.

“My work was to help her rejuvenate her vitality and regain her confidence, and I succeeded in doing so,” says Liu. The biggest satisfaction for an image consultant, according to Liu, is seeing the fruitful changes she brings to a customer’s life.

When asked what makes a qualified image and color consultant, Liu names three key points she valued most: a basic knowledge of color harmony and image building, rich information and the urge to create.



## Color Harmony Index

### Spring

Springs are radiant and sensitive. You look best in shades of teal, salmon and periwinkle. Your best neutrals are golden brown or camel, and you shine in neutrals.

### Summer

Summers are delicate and translucent. You look best in all of the coolest shades of pink, mauve and slate blue. Your best neutrals are charcoal or navy gray.

### Autumn

Autumns are known for their drama and intensity. You look best in shades you'll find in the autumn landscape, warm greens, gold and rust. Your best neutral shades are warm golden brown, camel or olive green.

### Winter

Winters are profound, intense and precise. You look best in strong, vivid shades with blue undertones such as red, royal blue and teal green. Your best neutrals are black and navy.

From [www.colormebeautiful.com](http://www.colormebeautiful.com)



Clients determine their best seasonal palette by going through a “color test”



Advanced makeup application is the second step in the color consulting course



Liu designs an image style for a client



Liu accompanies a client clothes shopping  
Photos by Zhuang Jian



## A photograph of a traditional Chinese courtyard. On the left is a red building with a large, ornate wooden door and windows. A large, leafy vine-covered trellis arches over the courtyard, supported by a post. Two wicker chairs are placed under the trellis. The ground is paved with reddish-brown tiles. The scene is illuminated by warm, golden light, suggesting late afternoon or early morning.







# Individuality Struggling between East and West



## Jia Zhangke and *Unknown Pleasures*

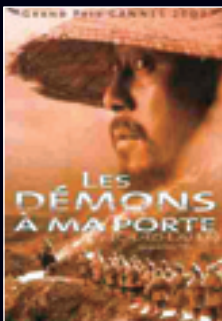
Born in Fengyang, Shanxi Province in 1970, Jia Zhangke graduated from the Beijing Film Academy in 1997 and has been actively involved in independent filmmaking in China. *Xiao Wu* (1997) was his first feature length film. This was followed by *Platform* in 2000.

On his choice of subject matter, Jia says, "When I came to make movies -- I had an unconscious urge to return to my birthplace to make these movies. I think that this feeling of home is something basic in my work - it's a motif."

Scene from *Unknown Pleasures*  
Photo provided by Dai Yingying



*Farewell, My Concubine*



*Devils on the Doorstep*



*In the Mood for Love*

By Zhu Lin

The 55th Cannes Film Festival selected a film by young Chinese director Jia Zhangke's *Unknown Pleasures*. Although in the end it did not win a prize, the film, which carries Jia's distinctive personal style, has attracted much attention in the west.

### Inspiration from a small town

Telling about two nineteen-year-old boys who rob a bank, *Unknown Pleasures* has not been screened publicly in China. "Even it's shown to the public here, I don't think it can win a good box office," commented Hu Xiaoli, a graduate student from Beijing Film Academy.

The reason Jia's film seems destined for oblivion in his home country is his insistence on a narrow choice of subject matter. "I always tell the things that can touch my heart," says Jia. Those "things"

come from Fengyang, a small town in Shanxi Province where he grew up, and which is the source of much of his inspiration. The young people coming from that kind of small town and their way of life are the focus of Jia's films, an aspect of his work that has so far ensured interest in his work by only a minority.

### Different reactions from east and west

Jia films in a postmodern documentary style. What he presents is a precise and rich formulation of the minds of young people from the small town, beneath the tough shots and pictures on the surface. Most filmgoers, who watch a film in order to enjoy it, both psychologically and aesthetically, are put off by this approach. Jia frequently fought with the first sound recordist when working on *Unknown Pleasures*, because the technician wanted to make the sound effects better. "But the

small town sounds like that, you know," said Jia, "You can't idealize it!" Eventually, he changed sound recordists.

But the western jury members seem more sympathetic to his ideas. Some things that may seem very interesting to westerners might appear too mundane to be noticed to most Chinese. A recent example is the success abroad of *Crouching Tiger, Hidden Dragon*. The reaction of Chinese audiences was much colder than that it received in the west. Like the Oscars, Cannes is often a focus for cultural debate.

### Cannes Film Festival is a mirror

The Cannes Film Festival in some ways mirrors the development of Chinese movies. Chen Kaige's *Farewell, My Concubine*, winner of the 1993 Golden Palme is representative of the fifth generation Chinese directors. Then in 2000, two films won at the festival - *In the*

*Mood for Love* for the best actor and *Devils on the Doorstep* for the Cinema of the Present Special Jury Prize.

Most of the younger directors, or "sixth generation," are making low profile underground films. The few films that have made it to the mainstream appear to be lucky flukes, such as *The Missing Gun*, directed by Lu Chuan. In fact, the center of attention from the public doesn't focus on its artistic quality.

So Jia's appearance at Cannes might be a good sign for the local movie industry. His personal style arouses different reactions in the west and in China. This is both his strong point and his weakness. Cannes Film Festival can be a mirror, or part of the judgment for the local Chinese movies, but cannot be the only criterion. The system of judgment in China must improve together with the quality of films.

## Spanish Dance Sparkles

By Zhu Lin

Dancers of the National Dance Company of Spain delighted the audience at the last program of this year's Meet in Beijing Arts Festival with their passion and free spirit.

The performance from May 31 to June 2 demonstrated a deep merging of the dance styles of southern and northern Europe, highlighting not only the dancers' sense of freedom and inevitable passion, but also their polished control.

"I haven't seen such a beautiful modern ballet program for a long time," said Ji Ying, an audience member at the Tianqiao Theatre on June 1, "They are so free, and show such a good sense of space on the stage!"

The artistic director of the dance company, Nacho Duato, was born in Valencia, Spain in 1957. He created around a dozen works for the Netherlands Dance Theater and Netherlands Dance Theater II, including *Uccelli* (Respighi), *Synaphai* (Xenakis/Vangelis), *Bolero* (Ravel), and *Arenal* (Maria del Mar Bonet).

In 1988, he was named resident choreographer of the Netherlands Dance Theater. In 1990, he accepted the position of artistic director and choreographer of the National Dance Company of Spain.



Photo by Jackey

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With the advent of World Cup mania, those of us not lucky enough to go to Japan and South Korea to watch the action have to find local means to feed our football dreams. Here are some ideas for places in Beijing to find Japanese and Korean food, special drinks and fun as the matches heat up.

# Sating World Cup Cravings

By Salinda

Before the World Cup began, a new football-theme restaurant opened May 28th. Catering to football fans, the restaurant offers a great spot for talking, watching games and even kicking some footballs around.

It is the Millennium San Qian Li Barbecue Restaurant and is the first establishment opened by the Millennium Restaurant for Football Fans chain.

Before the restaurant opened, general manager Liu Wenting personally visited Korea to get a lay of the land. He hired a Korean chef to oversee the restaurant's Korean barbecue specialties.

The major feature of the restaurant is its two mini football fields. The larger one gives guests a chance to practice their shots, as customers get three shots at a small goal and prizes for each score. A football is given for one goal, a football outfit for two and national team shoes for three.

According to restaurant manager Wang Zhanjun, "So far, few participants have won the shoes. They need to improve, just like the national team."

The smaller field is a vivid model of football game sunk into the floor and covered with glass, which customers walk over as they enter the restaurant. Wang says, "People who see the little field first rarely step on it."

The restaurant is also a gathering place for fans to talk about football.



Photo by Chen Shuyi

## Fun for Football Fans

Wang says, "Our slogan is 'making friends through football'. We often hold parties for football stars and fans, and our staff have formed a team, which fans are welcome to join."

**The Millennium San Qian Li Barbecue Restaurant**

Add: 79, Guang'anmennei Dajie, opposite the Caishikou New World De-

partment Store, Xuanwu District.

**Open:** 9am-12pm.

**Tel:** 83152999.

**The Millennium Restaurant for Football Fans**

Add: 15#, Chunshuyuan District, Xuanwu District.

**Open:** 9am-12pm.

**Tel:** 6310-8999.

## World Cup Events

### Workers' Stadium

A huge screen (over 20 square meters) on the "Tens of Thousands of People's Square" just opposite Entrance 26. Drinks and World Cup snacks available in nearby stands.

### Sea Seal Bar

A World Cup "fan salon" and a roof garden with seating for 600 will be opened during the Cup. Large screen TV, seven TV sets and a huge stereo. Groups of 15 or more will receive 50% discounts and the right to participate in lucky draws. Prizes differ daily.

**Add:** 141 Xiwardajie, East of the Capital Gymnasium, Xicheng District. **Open:** 5pm-5am. **Tel:** 6831-6187.

### Henry J. Bean Bar & Restaurant

Guess first kick off/ first free kick/ first corner kick/first penalty kick/first yellow card/first red card/ winner of each live match, Champion of 2002 FIFA World Cup (Wednesday only). Beer Happy Hour all night. Soccer's Messages Board at HJB! Leave what you want to say to your favorite soccer team/player.



A football lover is leaving his message to China Team at Henry J. Bean Bar

Join us with a few refreshing beers, a tantalizing cocktail or a glass of FIFA world cup wine accompanied by an exciting choice of American food & Wing's Promotion with nightly entertainment by our high powered 5 piece band - Private Eye.

**Add:** China World Trade Center (Level 1, West Wing Office Building). **Open:** May 31-June 18, 11:30 am-1:30 am (Sun-Thu), 11:30 am-2:30 am (Fri-Sat). **Tel:** 65052266 ext. 6569.

### ClubFootball

Big screen with a much-prized bonus: English commentary for selected matches, thanks to the installation of an ESPN satellite system. Prizes and free beers up for grabs for customers.

**Add:** Red House Hotel, 108 Chunxiulu, Chaoyang District. **Open:** 2pm-2am. **Tel:** 6416-7786.

### Buddha Bar

Taste a variety of World Cup-themed cocktails on Buddha bar's little patio. Beers offered as prizes.

**Add:** 2 Yindingqiao, Shichahai, Xicheng District. **Open:** 1pm-1am. **Tel:** 6617-9488.

### Cross Bar

Big screen. Refreshing deco with the flags of the 32 teams in

the World Cup finals.

**Add:** Building 1, Sanlitun Beijing, Chaoyang District. **Open:** 7pm-4am. **Tel:** 6415-8318.



### Off Roader Bar

Three TV sets in each corner keep everyone up on the World Cup action. The bar will hold a large activity with Zhujiang Beer, with prizes worth up to 5000 yuan. First prize is a 29-inch color TV, second prize a mountain bike and third prize a VCD machine (one of each top prize).

**Add:** the south road of Chaoyang Park. **Open:** 2pm-2am. **Tel:** 6508-8232.

### Harbour Plaza Hotel

Catch the games live via CCTV5 on a giant TV screen. Local beer at RMB15+15% per bottle; plus "guess the result" competition for lucky draw prizes.

**Add:** 1 grand, in Harbour Plaza. **Open:** 4pm-1am. **Tel:** 6436-2288 ext 2610.

### TGI Friday's

Friday's bar, the biggest in Beijing, is a great venue for watching games. 70% discount on beer and whiskey and fun activities.

**Add:** 1F, Huapengdasha, 200m south of Changhongqiao on the East Second Ring Road. **Tel:** 6597-5314.

### Café Marco

Pitchers of draught beer at RMB60+15%, plus one World Cup lottery ticket and one 25%-discount voucher for use at Café Marco. Free pitchers of beer for all in the restaurant on June 8 if China beats Brazil.

**Add:** Marco Polo, 6 Xuanwumenneidajie, Xicheng District. **Open:** 6am-10pm. **Tel:** 6603-6688.

### Sunshine Café

Huge, well-positioned screens and a tour of "global gastronomy" at RMB68+15% per person.

**Add:** 2F CTS Plaza, around Sanyuanqiao. **Open:** 11:30am-2pm, 6pm-10pm. **Tel:** 6462-2288 ext 5365.



## Dining Korean

By Li Dan

The best-known Korean foods are bulgogi, grilled beef, and kimchi. There are more than 160 kinds of kimchi in Korea, but most are based on cabbage, radish or cucumber, pickled with onion, ginger, garlic, shrimp soy sauce or chilies.

Koreans take pride in the variety and rich nutrition of their cuisine. It runs the whole spectrum from preserved foods to vegetables and grains, meat, soups, teas, liquors, deserts and soft drinks.

Kimchi and doenjang paste, which is made from soybeans, are the most famous Korean preserved foods and have recently been proven to have disease-preventing qualities. The cuisine of Korea also boasts hundreds of vegetable and wild green dishes.

Without a doubt, barbecue is the star of Korean cuisine. A Korean meal is almost always accompanied by a big bowl of hot soup or stew, and traditional meals include a wide variety of vegetables. Korean foods are rarely fried like Chinese food - they are more commonly boiled or blanched, broiled, stir-fried, steamed, or pan-fried with vegetable oil.

### Yalilang Korean Restaurant

Arilang means fairyland in Korean, and represents the ideas of love, loss and hope. Known as Little Seoul in Beijing, Arilang Restaurant provides an elegant, simple and unsophisticated atmosphere with a strong sense of Korean tradition from portable wooden material box and small wall hangings. The restaurant's Korean boss hopes to offer Beijingers traditional South Korean cuisine.

**Add:** First floor of SciTech Club, 22 Jianguomenwai Dajie, Chaoyang District. **Open:** 11am-2:30pm; 5pm-10pm. **Price:** Average 200 yuan per person. **Tel:** 6522-7502.

### Mingyue Korean Restaurant

Mingyue South Korean Restaurant combines Japanese and South Korean cuisine, yielding Korean dishes with lighter flavors, showing their Japanese influence.

Mingyue is well-known for its barbecue and especially the quality of its ingredients, said to be the highest in the city. The only beef the restaurant serves is richly marbled, half fat and half lean, and aged for seven days, making it delectably tender and smooth after roasting. And just the best cuts are used for the delicate spicy-salty cow tongue.

**Add:** 2nd floor of Jingguang Business center, Hujialou, Chaoyang District. **Open:** 11:30am-2pm; 5:30pm-10pm. **Price:** 150 yuan per person. **Tel:** 6597-3032.

## Not Simply Sushi

By Li Dan

Japanese cuisine has developed over 3,000 years and is renowned for its refined taste and high standards.

Half of the pleasure of eating Japanese cuisine comes from its unique customs and atmosphere. Traditionally, Japanese people eat on tatami mats, low to the floor. Presentation of food is an art unto itself in Japan.

The most popular soup in Japan is miso soup. Miso is made from a mixture of soybeans, malted rice, and salt, that is stored for up to a year before being ready to use. Japanese are also big fans of curry. Japanese curry sauces vary from hot to mild, but most are thicker than curry in other cuisines. Curries generally contain meat and vegetables and are served with rice.

Of course, one cannot speak of Japanese cuisine without mentioning sushi. The subtle key to good sushi is the rice used. The light flavor of the raw fish should come through first, followed by the stronger flavor of the fragrant rice.

### Hatsune Restaurant

The door to the Japanese restaurant Hatsune is a 3-meter-high walnut monolith that stands sturdily between to panes of water-grained glass. Inside the door, water flows down a rock wall next to grey and black stairs, creating a feeling of being in a tranquil river valley.

The owner of Hatsune, an American Chinese from California, has created a harmonious combination of Japanese and Western cultures in both interior design and cuisine. Sushi rolls are a specialty of the house, among which the Caterpillar Roll (a tasty blend of tempura shrimp, tobiko and avocado), 119 Roll (sushi with spicy tuna and hot sauce), come highly recommended.

Despite some departures from tradition, the restaurant is a work of art that draws directly from Japanese culture. The influence of Zen Buddhism can be felt throughout the interior design, which seems to create a union of heaven and man. Sitting in Hatsune and sipping tea is a sure way to calm a busy mind.

Located in the CBD area, Hatsune's combination of modernity and Japanese tradition attracts not only many Japanese, but also customers from Europe and North America.

**Add:** C-2, Heqiao Plaza, East Guanghua Rd, across from Petro China, Chaoyang District.

**Open:** 11:30am-2pm; 5:30pm-10pm.

**Price:** Average 150 yuan per person.

**Tel:** 6581-3939.



### Japanese

#### Ago

Daily 11:30am-2pm, 5-9pm, 1/F, Fazhan Plaza, 5 North East Third Ring Road, Chaoyang District. **Tel:** 6590-8011.

#### Yebisu

11am-11pm, Maizidianjie, Jinlongshuidao Plaza, 50 meters east of Sunflower Building, Chaoyang District. **Tel:** 6506-8345.

#### Matsuko

11:30am-2pm, 5-10:30pm, Baijiazhuang, opposite TGI Friday's, Chaoyang District. **Tel:** 6582-5208.

#### Robotayaki 36

11:30am-2:30pm, 5:30pm-midnight, 1/F, Holiday Inn Downtown, 98 Beilishilu, Dongcheng District. **Tel:** 6833-8822 ext 7107.

#### San Si Lang

11am-2pm, 5-11pm, north side of west gate of Tuanjiehu Park, Chaoyang District. **Tel:** 6506-9625.

#### Bai Wan Shi

11am-2pm, 5-11pm, west gate of Chaoyang Park, Chaoyang District. **Tel:** 6585-1154.

### Korean

#### Arisu

11am-2:30pm, 5-9pm, 4/F. Full Link Plaza, 18 Chaoyangmenwai Dajie, Chaoyang District. **Tel:** 6588-1099.

#### Sarabol

9am-10pm, Landmark Tower, 8 Dongsanhuanbeilu, Chaoyang District. **Tel:** 6590-6688 ext 5119.

#### Hepingmen Korean BBQ

11am-11:30pm, 1 Dayabao, 1/F, west wing of Zifeng Plaza, Jianguomennei Dajie, Chaoyang District. **Tel:** 6521-1167.

#### Golden Turtle

11:30am-2pm, 5:30-10pm, 2/F, Gloria Plaza Hotel, Chaoyang District. **Tel:** 6515-8855 ext 3255.

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# Owners, Developer Dispute Discrepancies

*By Wang Dandan*  
Phoenix Town, a foreign-approved residential area near the Third Ring Road, has once again become the center of a storm of controversy.  
Many buyers of apartments in the area have arranged meetings with its developer because of major discrepancies between their apartments and what was described in brochures for the development, and because the delivery of apartments in one building has been delayed.  
These meetings were to no avail, however, as the developer did not agree to make any improvements.  
Buyers then banded together on May 19 to protect their rights. They raised banners on which were printed the statements: We can't accept such apartments; Phoenix is a crow; and we reject the apartments.

Apartment owners also signed three documents, a letter to Huarun Co., the developer, an authorization letter to a lawyer and a letter to the media. However, until 1pm that day, Huarun's leaders ignored their demands.

Buyers then organized a second meeting on May 25. Leaders of the developer again did not make an appearance.

## What has happened in Phoenix Town? True colors

Some buyers loathed the buildings' orange-red-blue-gray exteriors, saying they were not harmonious with the surrounding environment. After holding negotiations on March 19, the developer promised to proffer two plans for buyers to choose a different color. The buyers agreed, but the colors of the exteriors of the buildings have yet to be changed.

## Poplars popular

Many owners say that salespeople promised them there would be 20,000 square meters of white poplar trees in the area. Today, only 20-30 trees stand between the two buildings, and 40 trees have been cut down by the developer.

The developer claimed the municipal government ordered them to cut the trees. However, when apartment owners demanded the developer show them documentation of that order, the company refused to provide any materials.

Several weeks ago, Phoenix Town project manager Lin Cheng told *Beijing Today*, "I will plant more trees, but the total area will not reach 20,000 square meters." He added only the first phase of the project has been completed.

According to Lin, "As the second, third and even fourth phases are completed, the green



Pictures by Liu Yang

space in the area will reach more than 20,000 square meters."

## Heating system hoodwink

Buyers say they were promised municipal heating, but instead got a more expensive communal boiler. Unfortunately, owners have no records of a written agreement. Annual heating costs in the development are six yuan more per square meter than the municipal heating system.

"There might be a misunderstanding between the two sides," said Lin. "Some salesmen were not very clear, confusing apartment buyers." Apartment owners that do not know each other are consistent in saying that salespeople told them the buildings would be linked to the municipal heating system.

## Roads

The road beside Phoenix Town was supposed to a private road for residents, say owners. However, buyers say they have learned that even before the project started, the road was planned for general public use.

Lin says this road will be fenced off from the community after the project is completed and there will also be private roads within the residential area. The developer claims it didn't change the road plan or break any contracts, but when buyers demanded to see documents related to the road, they were ignored.

## Decoration discrepancies

Every owner of an apartment in the complex has expressed serious doubts about the

developer's claims to provide top-level interior decoration. Some apartments have cracked floors and some low ceilings, and the elevators installed are not imported, as promised, but domestically-made.

## Compensation demands refused

The developer agreed that some mistakes were made in the management of sales teams and it has offered one year's property management fees as compensation. Buyers, however, think the standard of the complex is lower than they expected, and have demanded a 20% refund, a demand the developer has refused.

Buyers have also authorized a lawyer to deliver an official letter to the board of Huarun in Hong Kong to demand their involvement in the event.

## Developer has moved slowly

*Beijing Today's* more recent attempts to contact Lin Cheng have been unsuccessful. When our reporter finally reached him by phone, he refused to comment on the situation and said he would offer no explanation until authorized to do so by his boss. When our reporter contacted Lin's boss, he refused to accept an interview and said he will give an explanation at a proper time.

To date, more than 130 buyers of apartments in Phoenix town have refused to accept their apartments and are hoping to receive good news from the company's board in Hong Kong.

# Future Looks Rosy for Residential Housing

*By Liu Wenlong*

Growing interest in the foreign housing sector will continue throughout 2002 with expected increases in average rental price and capital value.

The notable rise in average rents can be traced to the introduction of short-term lease service by an increased number of developments. Short-term lease service can be calculated by day or by month, with rental rates a little higher than those for a one year lease.

## New supply & future supply

Recently completed residential housing are all located in Chaoyang District: Beijing Gold Island Garden, Embassy House and International Harbor.

Foreign sale and lease projects scheduled for completion in 2002 and 2003. See table one.

## Demand & future demand

Demand for one- and two-bedroom apartments in close proximity to business districts (CBD, Lufthansa) has increased. Suppliers have observed that a trend in the first quarter of the new year towards short-term leasing, which can be attributed to more companies temporarily stationing employees in Beijing.

Demand will be accelerated by several categories of tenants - local Chinese in senior management positions, locally hired expatriate employees, and mid-level expatriate staff.

## Rental and price index

Market research reveals that average apartment and villa rental rates for foreign sale and lease properties experienced a major increase of 0.29%, from US\$20.98 per square meter in Q4 2001 to US\$21.04 in Q1 2002.

The breakdown for the apartment sector was an increase of 1.96% on the high end - US\$28.50 in Q1 2002. The medium end was at US\$18.79 in Q1 2002. The low-end sector was at US\$14.05 in Q1 2002.

## Vacancy

Research also shows that average vacancy rates increased 0.41% to 21.92% Q1 2002 as compared to 21.51% in Q4 2001. The newly completed Lemond Lake (Phase II) showed a marked increase in occupancy rates, which had a notable impact on overall vacancy rates.

Apartment vacancy rates at the high end were at 24.2% Q1 2002. The medium end was with 24.29% Q1 2002. The low-end was at 24.08% Q1 2002. Villa rates at the high-end was 11.79% Q1 2002.

## Market outlook

From the above analysis, it's certain that continued price appreciation will appear over the next three quarters, which implies that the market for new foreign housing will remain strong during that time.

Project	District	Total Units	Gross Sq.m	Date
Central Park	Chaoyang	1800	85 - 290	Q2, 2003
Chaoyang Garden (Phase II)	Chaoyang	300	97 - 133	Q1, 2003
Establish Apartment	Chaoyang	112	114 - 172	Q2, 2002
Fairview Garden (Phase II)	Chaoyang	174	81 - 389	Q3, 2003
Fortune Plaza	Chaoyang	466	77 - 206	2005
Global Trade Mansion	Chaoyang	500	73 - 493	Q2, 2002
Guang Cai International Apt	Chaoyang	364	217 - 800	Q3, 2003
Jin Chen Apartment	Xicheng	170	180 - 350	Q1, 2003
King Da International Apt	Chaoyang	180	83 - 365	Q2, 2002
Music Home International Apt	Chaoyang	494	98 - 260	Q1, 2003
Oriental Kenzo	Dongcheng	602	56 - 161	Q3, 2003
Palatial Crest	Dongcheng	143	136 - 362	Q4, 2002
Royal Place	Chaoyang	118	80 - 200	Q2, 2002
Star City	Chaoyang	320	118 - 180	Q3, 2002
Sunny Region	Chaoyang	206	249 - 328	Q2, 2002
Sunshine 100	Chaoyang	320	no data	Q3, 2002
Yuanjia International Apt	Dongcheng	200	47 - 230	Q3, 2003
Van Palace	Chaoyang	410	100 - 300	Q3, 2003

# What to Do with Late Developers?

*By Hydie*

Contracts for apartments contain set dates for delivery agreed upon by the buyer and the developer. The developer should provide the property right certificate for an apartment when it is delivered.

If the developer doesn't have the overall property right certificate, then apartment owners cannot get their certificates from the local government on schedule. Developers should compensate buyers for any losses caused

by such delays.

Losses from delays can come as a result of loan interest or rent missed. Home owners cannot rent out their apartments if they do not have their individual property right certificate.

Apartment buyers must keep receipts and documentation for such losses and give them to the developer if they want compensation. Without proper documentation, and thereby proof of a buyer's losses, developers are allowed to refuse requests for compensation.

# All Sides Have Responsibilities



Legal Aid

*By Lei Qinqing / Yan Ming*

Mr. Buy bought a top-floor apartment in a complex, but after he moved in, he found the roof leaked. By the time he demanded the developer repair it, Mr. Buy had come to hate his apartment and decided to move to another one.

Because he believes his interior decoration was damaged as a result of the leaking roof, Mr.

Buy has refused to pay the second year's property management and heating fees. The property management company did not agree with Mr. Buy's action, on the basis that the developer was the party responsible for the problem.

When all three parties involved went to the court over the case, the judge decided the developer has to pay the property management fees, while Mr. Buy is responsible for the heating fees.



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## Performances

## Performance by Students

To commemorate the 60th anniversary of Chairman Mao's talk at the Yan'an forum on literature & art, the Beijing Film Academy is holding a series of activities. One forum on the talk and a seminar that was part of the second annual activities for the Advanced Culture Seminars have been held. The 10th art performance by students and teachers remains to be held. **Where:** Projection Center, Beijing Film Academy, 4 Xituchenglu, Haidian District. **When:** June 12, 1:30pm. **Tel:** 8204-8899.

## Peking Opera

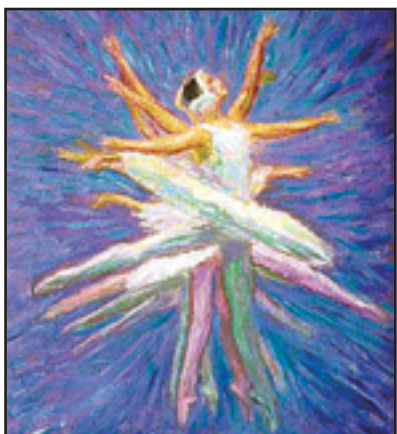
*The Legend of the White Snake*, June 8, 2:30pm. *Farewell, My Concubine; Picking up a Jade Bracelet; Meeting at the Broken Bridge; The Crossroads.* **When:** June 7-14, 7:30pm. **Where:** Huguang Guild Hall, 3 Hufanglu, Xuanwu District. **Admission:** 100-180 yuan, 200, 380 yuan VIP. **Tel:** 6351-8284, 6352-9134.



Chinese Kungfu Show

## Kung fu Show - Hidden Dragon, Crouching Tiger

Mysterious Chinese Kung fu from the people to the stage. A 90-minute tour of China's kung fu culture. Produced by Chinese famous playwright Li Xilin. **Where:** Xinrong Theater, 16 Baizhifangjie, Xuanwu District. **When:** Everyday, 7:30pm. **Admission:** 70-280 yuan. **Tel:** 8354-0774.



Ballet Swan Lake

## Ballet: Swan Lake

By the Russia State Ballet Troupe. **Where:** Beijing Exhibition Center Theater, Xizhimenwai Dajie. **When:** June 9, 7:30pm. **Admission:** 180-580 yuan. **Tel:** 6835-4455.



Drama: Tuo'er

## Drama: Tuo'er

A comedy featuring famous actor Chen Peisi. **Where:** Poly Theater, 14 Dongzhimen Nandajie. **When:** June 7, 7:30pm. **Admission:** 160-800 yuan. **Tel:** 6500-1188 ext. 5682.

## Weather

<b>Friday</b> June 7	Cloudy to clear Max: 32C. Min: 20C.	
<b>Saturday</b> June 8	Clear to cloudy Max: 32C. Min: 20C.	
<b>Sunday</b> June 9	Clear to overcast, Showers Max: 30C. Min: 18C.	
<b>Monday</b> June 10	Showers to cloudy Max: 29C. Min: 19C.	
<b>Tuesday</b> June 11	Cloudy to clear Max: 31C. Min: 19C.	
<b>Wednesday</b> June 12	Clear to cloudy Max: 32C. Min: 20C.	
<b>Thursday</b> June 13	Clear to cloudy Max: 32C. Min: 20C.	

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## Exhibitions



Automotive Industry Exhibition

## The 7th Beijing International Automotive Industry Exhibition

The first international professional automobile exhibition after China's entry into the WTO. **Where:** China International Exhibition Center, Dongsanhuanlu. **When:** till June 13, 9am-6pm. (Open to the public from June 8 to 13). **Admission:** 30 yuan, 60 yuan (June 6-7). (5pm admission closes). **Tel:** 8460-1800.



Red Gate Gallery

## Red Gate Gallery Group Exhibition

Since 1991, Red Gate Gallery has exhibited works by contemporary Chinese artists. With 22 artists represented, the diverse media reflects the artists' awareness and interest in China's changing society. They are exploring issues such as gender, population (family planning), and the environment, all highly relevant in our global society. Artists include persons good at oil painting, performance art, installation and sculpture, printmaking, mixed media, photography and traditional Chinese painting.

**Where:** Red Gate Gallery, Dongbian-

men Watchtower, Chongwenmen. **When:** June 11-19, 10am-5pm, Tuesday-Sunday. **Admission:** free. **Tel:** 6525-1005.

## Viewing &amp; Tasting Landscape

The itinerant painting show of Hong Ling in Asia (Beijing). Born in Beijing in 1955, Hong Ling graduated from the Art Department of Capital Normal University in Beijing. He has joined many important exhibitions and been featured in prominent magazines, such as Trend and Art Society. **Where:** Soka (Beijing) Art Center, north end of East Silk Street (Xiushui Dongjie), Chaoyang District. **When:** June 8-30, 10am-9pm (closed on Mondays). **Admission:** free. **Tel:** 6586-0344.

## Create &amp; Blend - Works by Overseas Students

Six people, five countries, four medias, three universities, two continents and one show. **Where:** Roger's Restaurant, 2F, Beijing International Club, Jianguowmenwai Dajie. **When:** till June 9, noon-9pm. **Reception:** June 8, 3-6pm. **Tel:** 6532-0475.

## Oil Paintings from Shandong

Small oil paintings.

**Where:** International Art Gallery, 48 Wangfujing Dajie, Dongcheng District. **When:** June 7-12, 9am-6pm. **Admission:** free. **Tel:** 6513-3388 ext. 1207/8.



Paint by Liu Hui

## New Works by Liu Hui

Oil paintings.

**Where:** Beijing International Art Gallery, 48 Wangfujing Dajie, Dongcheng District. **When:** June 14-19, 9am-6pm. **Admission:** free. **Tel:** 6513-3388 ext. 1207/8.

## Party



Poster of Tsunami Party

## Tsunami Party

DJs Dio, Usami and Yang Bing from 10:45pm till sunrise. **Where:** City Seaview Waterpark, Capital Airport Fulu, Chaoyang District. **When:** June 15, 6:30pm till late. (watch world cup football). **Admission:** 100 yuan (50 yuan for students with ID). **Coach:** free buses from City Seaview Waterpark to Worker's Stadium after 3am. **Tel:** 8431-0885.



Map of the City Seaview Waterpark

## Travel around Beijing's Suburbs

## Back to Nature

**Where:** Yunmenshan, Miyun County, long-distance bus from Dongzhimen to Labagoumen, it passes Yumenshan Park. **When:** till August 31. **Tel:** 6162-2481.

## Green Travel

Water sports, adventure in Jingdong Great Gorge, picking fruit. **Where:** Pinggu County, bus 918 from Dongzhimen to Pinggu then take buses directly to scenic areas. **When:** till the end of August.

## Coolness at Qinglong Lake

**Where:** Qinglong Lake, Fangshanqu, bus 918 from Tianqiao to Qinglong Lake.(branch line). **When:** June 15-August 15. **Tel:** 6032-1706.

## Activities

## Back in England - the Lush Valley

**Where:** Changping County, north of Beijing. **When:** June 8. Degree of difficulty: 3. Driving time from the Lido: two hours. Walking time: three hours. How to join: email to [bjhikers@yahoo.co.uk](mailto:bjhikers@yahoo.co.uk)



## Chinese Culture Club Learn to Make Cheongsam

A Cheongsam master will explain how to tailor silk into gorgeous Qipaos, said to be the best garment for showing women's legs and figures. **Where:** 97, Nanheyuan Dajie, one street west of Wangfujing Dajie. **When:** June 9, 2:30-5pm. **Admission:** to be announced.

## Weekly Banquet Group

Learn to order and make Beijing-style noodles and typical dishes. **Where:** Beijing Noodle King Restaurant, north of the east gate to the Temple of Heaven. **When:** June 15, 12:30-2 pm. **Fee:** 40-80 yuan.

## Lecture on the Qing Tombs

The Qing Tombs in Hebei Province have been listed as a world heritage site because it is the best-preserved and largest tomb complex in the world. A scholar will give an introduction to the site through a slideshow, photos and sketches, and elaborate on fengshui and other ideas behind the designs of the tombs for the Qing emperors. **Where:** Wuyutai Tea Shop & Tea House, Wangfujing Dajie, next to a photo studio and opposite the department store with a huge outdoor screen. **When:** June 15, 2:30-5pm. **Fee:** 20 yuan.

## Tour Yunju Temple

Tour Yunju Temple and spots around Fangshan County, a suburb of Beijing, famed for thousands of stone slabs containing Buddhist texts. Reservations should be made before June 12. **When:** June 16, 11am-4pm. **Tel:** 1350 1035145.

## Movies



Director: Francesco Rosi

## Francesco Rosi's Films

June 13, 6pm, *Crista si e fermata a Eboli* (1979). June 14, 6pm, *I magliari* (1959), *Salvatore Giuliano* (1962). June 15, 1:30pm, *Le mani sulla citta* (1963), *Uomini contro* (1970). June 16, 1:30pm, *Il caso Mattei* (1972), *Dimenticare Palermo* (1990). **Where:** Projection Center of Beijing Film Academy, 4 Beituchenglu, Haidian District. **When:** June 13-16. **Tel:** 8204-8899 (Beijing Film Academy Department), 6532-2187 (Cultural Office of the Italian Embassy).



Movie: M

## M

Directed by Fritz Lang, 1931.

**Where:** Space for Imagination Coffee House, 5 Xiwangzhuang, opposite the east gate of Qinghua University. **When:** June 8, 7pm. **Tel:** 6279-1280. **Painting Your Face on the Cave Wall**

Directed and edited by Xu Xing, 2002. Language: Chinese with English subtitles. The leading role in this documentary is Chang Zhenfang, a 78-year-old peasant woman. She lives in the

## Bars

## PLUS 2nd Anniversary

Guest DJs, Takkyu Ishino, Denki groove, SONY Music; Shin Nishimura, Plus Tokyo; Mickey Zhang, Plus Beijing. **Where:** to be announced. **When:** June 22.

## YPHH Wine Tasting Party

Choose six out of ten wines. Pizzas from the wood-fired oven. TV to watch world cup games. **Where:** Hidden Tree, Sanlitun South Bar Street, Chaoyang District. **When:** June 15. **Admission:** 60 yuan. **Tel:** 6509-3642.

## Jia 55 Bar

DJ Boris fresh from Berlin will bring new Berlin sounds. **When:** every Friday.

DJ Xiao Mi (French), groove to the

## Dining out



Food &amp; Wine Experience

## Beijing International Food &amp; Wine Experience V - The Life Style Event

The fifth annual food and wine adventure offers opportunities to communicate with wine experts. During the two-day event, participants will be able to sample wines from around the world. Seminars and classes on table setting and flower arrangement will be offered. **Where:** Hilton Hotel. **When:** June 7-8. **Tel:** 6466-2288.

## Ice Cream

Haagen-Dazs ice-cream in all your favorite flavors. **Where:** Cafe Renaissance, 7F Jingguang New World Hotel, Hujialou, Chaoyang District. **When:** June. **Tel:** 6597-8888 ext. 2513.

## Summer Fruit Delights

Fruit dishes including shredded chicken with seasonal fruits, deep-fried prawn tossed with mayonnaise and mixed fruit, sauteed scallop with fresh

## Lecture

## English Studying Lectures

For primary and high school students. June 8, 1:30-3pm, English for high school students; 4-5:30pm, primary school students. June 9, 1:30-3pm, primary school students;

harsh loess plateau of Northwest China. She is an outstanding folk artist, but her works don't bring her any economic gains. There is only one well in her desolate village. During dry spells, villagers are lucky to get half buckets of water. The village is surrounded by yellow earth and yellow dust floats in the air. Chang is poor and illiterate, having never attended a single day of school, but she has a natural sense of beauty that she has pursued all her life.

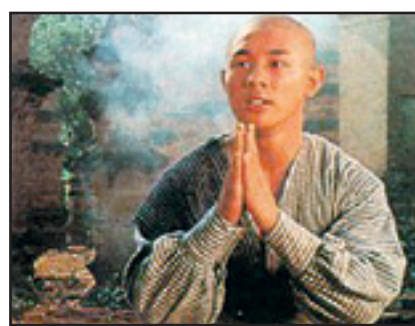
**Where:** Cultural Office of the Italian Embassy, 2 Sanlitun Dong'erjie, Chaoyang District. **When:** June 13, 7pm. **Admission:** free. **Tel:** 6532-2187.

## Short Films by Hu Jie

Four short films by Hu Jie: *Beside the Sea*, 50 minutes; *Mountain Song on the Plain*, 30 minutes; *Faraway Mountains*, 22 minutes; *Sunbath* 2002, 50 minutes. "As a laborer who shoots folk documentaries, I stick among the people," says Hu. Organized by the Beijing Experimental Film Society, Film Night Flight of Beida New Youth Website and Firenze Restaurant. **Where:** Firenze, beside the south gate of Ritan Park. North from the Yong'anli Subway Station. **When:** June 7, 6pm. **Admission:** free. **Tel:** 6526-6308 (Firenze).

## Thursday Movies

*Shao Lin Si* with English subtitles and another movie. *Shao Lin Si*, directed by Zhang Xinyan, starring Jet Li. This film made Li a national superstar. **Where:** 3 Xinzhongjie, Dongzhimenwai Dajie, bus 24, 44, 106 to Dongzhimen. **When:** June 13, from 8:30pm. **Admission:** 30 yuan. **Tel:** 6416-9253.



Jet Li in Shao Lin Si

downtempo world beat vibe at Beijing's club alternative, Jia 55. Xiao Mi spins an ever-expanding collection of chill out tunes. This is music for grown-ups with taste. Xiao will play with DJ Demon.

**When:** every Saturday, 10pm till late. **Tel:** 6416-2063, 1301 1886112.



Map of Jia 55 Bar

fruit, baked pork chops with strawberry, baked fillet steak and mango in bird's nest. **When:** June 3-16. **Where:** Dynasty Restaurant.

## Dragon Boat Festival

Three kinds of Cantonese-style rice dumplings: with lotus seeds, with pork and salty eggs, and with salty meat and eggs. Price: 18-38 yuan (buy three, get a discount). **When:** June 10-15. **Where:** Dynasty Restaurant, 4F Jingguang New World Hotel. **Tel:** 6597-8888 ext. 2599.



Sichuan Dishes

## Sichuan Food Promotion

Dishes prepared by a team of master chefs led by Chef Johnny from Hong Kong. **Where:** Hoi Yat Heen Cantonese Restaurant. **When:** till June 30, lunch & dinner. **Price:** 78 yuan + 15% service charge per adult, 46 yuan per child under 10 (inclusive of one glass or local beer or soft drink). **Tel:** 6436-2288.

4-5:30pm, introduction to ACCA.

**Where:** Room 301, Beijing Textile Party School, 17 Tuanjiehu Nanli, Dongsanhuan Beilu, Chaoyang District, west gate of Tuanjiehu Park. **Tel:** 6504-6495 (Xiao Xian).



Leisurely Getaway

# Wild Mountains Peak Tourists' Interest

By Jiang Zhong

Ye San Po (野三坡 Wild Slopes), standing at the border between Beijing and Hebei province, is an ideal site for a summer getaway and a living record of changes in China's society.

In the summer of 1976, Cang Yan, a recent high school graduate at the time, decided to head to Ye San Po. "I had to go there, because I didn't know where else I could go," he said.

Cang had been struggling to find a job before heading to the village. He said, "At that time, there weren't enough jobs for high school graduates and young people who had just come back from the countryside. I was overwhelmed by the crowded city streets, so I decided to escape from urban society and my father's continuous complaints."

At the suggestion of a friend who had returned from Ye San Po, he chose to move to that village. He set off for Ye San Po, sporting a pair of fashionable sunglasses.

Cang enjoyed walking along the brooks winding through the village and listening to the rain hit the grass. He said, "I didn't seek shelter from the rain, because it made me feel free. I screamed my frustrations out and listened to their echoes fade away in the mountains."

He lived in the quiet village for several days. "The locals were so poor at that time that they could only give me a corner in a room for accommodation. I quickly spent all the money I had brought with me. Because I was broke and so young, I had to go home."

Cang set out early in the morning, getting up with the crowing of a rooster. He was in such a hurry that he left his sunglasses behind.

The next year, Cang returned to Ye San Po for a vacation. He had taken a position in a state-owned light truck manufacturing plant.

"I went to Ye San Po again to look for my sunglasses," he joked, "and I found them."

Cang found the village had changed in subtle ways. He said, "More tourists came to the mountain region, and the locals had started to realize the value of tourism." He spent seven days in Ye San Po that time, snapping lots of black and white photos.

According to Cang, "Local people's lives had not improved very much, but more families were raising sheep and goats. There wasn't a lot of accommodation for tourists in the village, so most left before sunset. That was a pity, because the area's beautiful water and mountains are worth an extended visit."

Cang went to Ye San Po for the third time in 1987. He said, "The locals still gave tourists dinner for free, but iron fences had been put up around some attractions. People had begun selling tickets, though they had basically done nothing to improve the village's service facilities."

When he returned to the village again in 1997, Cang found great changes had taken place.

He said, "raising sheep had been forbidden to protect local vegetation. More importantly, you could not stand in the street, because if you did, locals would rush out from all over the place and try to drag you to eat at their restaurants or ride their horses. It was a lot of trouble."

"No matter how greedy the locals have become, the administrators of Ye San Po has improved the area's scenic spots in many respects. For example, they encourage villagers to supply food and accommodations to tourists at reasonable prices," Cang added.

Cang prefers staying with local families at Da Long Men (大龙门 Grand Dragon Gate) Pass of the Great Wall. Families in the area are descendants of soldiers garrisoned at the pass during the Ming and Qing dynasties.

"The pass was built in the Ming Dynasty, and most old houses in the area have basically the same appearance they did five hundred years ago," said Cang. "I like to live in the old houses that have not been redone, where elders maintain traditions handed down from their ancestors. Mirrors are still hung over doors to rooms, just

like ancient soldiers used to in praying for peace."

Many young locals raise marmots as a living. One marmot fur is worth 1,500 yuan.

"The marmots wake me up with their crying early in the morning. These aggressive little creatures flash around in their cages and respond drastically to outer stimuli," said Cang.

He added, "Older home owners regularly burn incense at the monument to their ancestors, one kilometer west of the village." The monument is a rock wall in which intricate calligraphy has been carved. According to Cang, the carvings are poems chiseled into the rocks surrounding the pass by the last Qing Dynasty garrison soldiers posted there.

More recently, the rock walls have become popular with rock climbing enthusiasts. The local government now strictly supervises the walls to try to minimize the dangers to climbers.

Cang really loves the mountains in the area. He said, "They are different from other mountains in northern China, they give you a strange feeling."

Cang also likes Bai Li Xia (百里峡 One-Hundred-Kilometer Valley) five kilometers east of Da Long Men Pass.

According to him, "It is a marvelous summer resort. At the entrance to the valley, people take stones from the ground and put them in the grooves in the rock walls guarding the valley to pray for peaceful passage."

Cang added that the temperature in the valley is normally four to five degrees centigrade lower than that outside the valley, and there are springs that gush sweet water.

"A Buddha statue is hidden in the valley. People put offerings of incense and locks in front of the statue. Two intertwined locks represent the prayers of lovers for eternal love, while three or more locks closed together are put out by families looking for the Buddha's blessing," he said.

In the valley, porters rest on their gaudy sedan chairs. According to Cang, "They refuse to carry overweight tourists. They will tell them to climb the mountain themselves to lose weight."

**Touring Ye San Po**  
**Entertainment:**

*Ye San Po once had plenty of water, but many rivers in the area have gone dry. Locals have built dams so water can pool up and tourists can go rafting. Visitors can also fish from the rafts. Admission: 15 yuan per hour*

*The dry riverbeds offer ideal places for jeep rallies and horse racing. Admission: 30 yuan per hour*

**Attractions:**

*Bai Li Xia is a must when touring Ye San Po. The dramatic nine waterfalls at Shang Tian Gou (上天沟 Heavenly Valley) are also recommended. Admissions: 50 yuan for Bai Li Xia; 30 yuan for Shang Tian Gou*

*Accommodation in refined old houses that offer hot water for showering can be found at Da Long Men Pass. Charge: 20 yuan per person*

*The nearby Nationalities Park offers a view into the lifestyles of China's minority nationalities, including the Miao, Dong, Dulong, Mosuo and Aini peoples. Contact: (0312) 4568852*

**Getting to Ye San Po:**

*Take train no. 795 from Beijing South Railway Station to Ye San Po (departs 6:30am daily, trip takes three hours); or train 897 to Ye San Po (departs at 5:40pm).*

*Taxis are available in the area to reach different attractions.*



Porters at Bai Li Xia



Da Long Men Pass  
Photos by Xi Yuan



Ancient carvings surrounding  
Da Long Men Pass

# Tracing Shanghai's Jewish legacy

By Jiang Zhong

In the early twentieth century, forced to flee from the pogroms in Eastern Europe, then by Russia's defeat in the Russo-Japanese War, and later by the Bolshevik Revolution of 1917, many Russian Jews emigrated to China. At first many settled in Harbin but, after the Japanese conquest of Manchuria, they moved southwards to Shanghai. Upon arriving, the wealthier Russian Jewish immigrants settled in Frenchtown, while the poorer found residence in the International Zone.

Their section of the International Zone became known as the Jewish ghetto and quickly blossomed into a thriving community, as immigrants opened cafes and nightclubs, tailors and bakeries.

Ohel Moshe Synagogue in Ward Road (today No.62, Changyang Road, Yangpu District) was founded in 1927. It became the center of religious activities for Jewish refugees during wartime.

Were it not for a small sign, one might pass right by the only syn-



Details of Ohel Rachel Synagogue



agogue still open to the public in Shanghai. Of the four synagogues originally in the city, only two remain and neither are regularly used for worship. The Ohel Rachel Synagogue, at 500 Shanxi Bei Lu, now a book depository, has been used in the last year for High Holiday services by the expatriate Jew-

ish community in Shanghai.

The third floor of Ohel Moshe houses a small, two-room museum, administered by Wang Faliang. Eighty-one-year-old Wang isn't as much a museum employee as a museum unto himself. He is always ready to greet visitors, no matter how infrequent they may be.

Hitler's rise to power in 1933 brought a new influx of Jewish refugees to Shanghai, this time fleeing Hitler's designs for mass extermination. As a free port, Shanghai was the only city in the world that did not require an entrance visa.

Throughout the 1930's, Jews funneled in from places like Germany, Austria, Poland, Italy, and the Baltics. Jewish refugees reached Shanghai by all routes and means, whether by boat from Italy or by train across Siberia to Vladivostok, where they boarded spartan fishing boats to Kobe before arriving in Shanghai.

In 1932, when the Japanese invaded the former International Zone, the Chinese residents of the area fled to Frenchtown. This opened lots of living space in the area, which was quickly filled by immigrants. Sensitive to the plight of their stateless brethren, Shanghai's wealthy Sephardim funded the construction of new residences in the Jewish ghetto.

Most refugees were quite poor, as they were forced to leave everything behind when they fled from

Europe. Many houses in the ghetto lacked heat and sanitary facilities.

Conditions improved after World War II. During the post-War period and into the early 1960's, largely with the help of American Jewish families, Shanghai's Jewish population emigrated to America, Israel, Canada, and South America.

The legacy of Shanghai's Jewish refugee culture has faded, but its echoes can still be heard faintly

ringing in the alleyways.

In terms of tourist sites, little of Shanghai's former Jewish culture remains, meaning visitors have to use their imaginations to picture how the streets in the Jewish Ghetto used to look. A careful stroll along the streets of the former Jewish district, however, can yield a unique insight into the symbiosis of two distinct and rich cultures.

Cultural Tour



Ohel Rachel Synagogue